

MAY 17 1932

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXI

NEW YORK, MAY 14, 1932

No. 20

*The girl you danced with---the melody
you heard ---- on Armistice Night!*

PRE-WAR LADY

by

MARGARET WIDDEMER



Out
June 2
\$2

THE masked singer in a raucous roadhouse! She wore tulle frocks and the debs asked if she had something new. She sang the melodies of the War days, and men's hearts trembled — remembering. Who was she? How had the Great Tragedy marked her? The strongest, most appealing novel ever written by Margaret Widdemer—one that will take her great public by storm.

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This collected edition is a genuine Wylie "first" containing 47 poems that have never appeared before in book form, 20 of which have not been printed at all, as well as her four previously published volumes. It contains a foreword by the editor, William Rose Benét. Produced under the direction of William A. Kittredge of The Lakeside Press, illustrated with portraits of Elinor Wylie and a facsimile of the MS. of a poem of which she was particularly fond. Cloth with a paper label, 5¾ x 9 inches, 320 pages, \$3.50.

Besides the trade edition there were printed 210 numbered copies at \$12.50 (of which 200 were for sale) on large paper, each in a slip case, and signed by Mr. Benét.

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May 14, 1932

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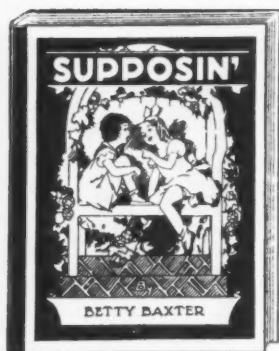
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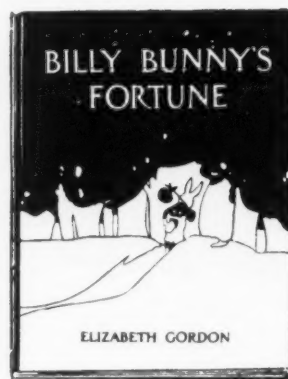
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Tales of Little Cats
Eddie Elephant
Grasshopper Green
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Tales of Little Dogs



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Claws of Bird
Small Fry
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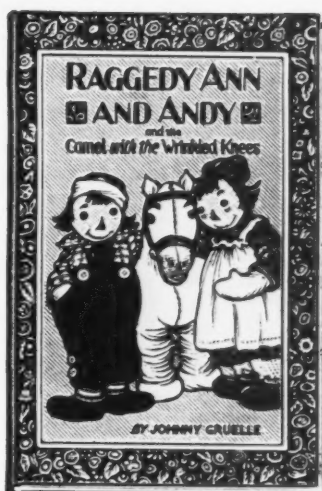
Were \$1.25 — Now \$1.00

41 TITLES — HERE ARE SOME OF THE BEST SELLERS



American Indian Fairy Tales
The Camel with the Wrinkled Knees
Raggedy Ann in Cookie Land
Rhymes for Kindly Children
Roberta Goes Adventuring
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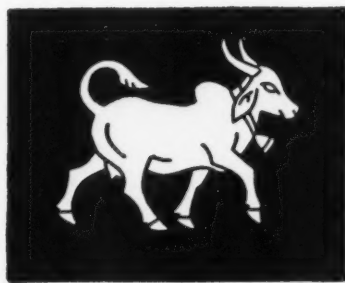
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She was unconscious with tropical fever when the captain of a passing ship conceived it his duty to carry her back to England. She lay on the deck nearly smothered in blankets; a crowd of black natives wept on the quay. A bell jangled. The ship swung away from the quay. "I shall come back," she called. "I SHALL COME BACK!"

* * *

So there was Miss Thompson in London. A shabby little woman, alone with her sickness and poverty, bewildered by the great city. Yet her courage never faltered, she lived for one thing — to get back to her

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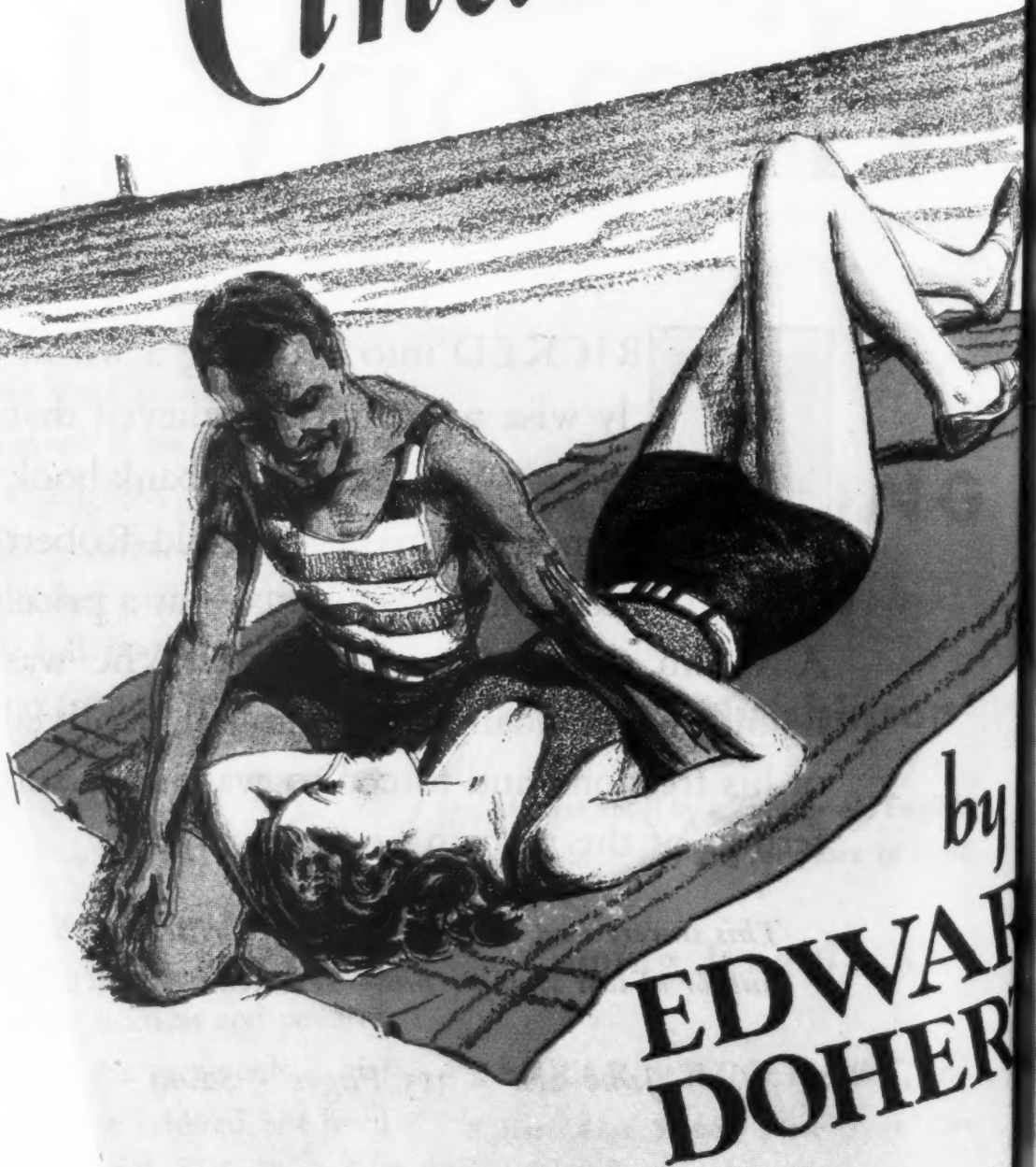
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EDWARD DOHERTY, whose name is familiar to millions of magazine readers, has written this absorbing novel of a little Cinderella of the gutters who found herself involved in a chain of circumstances leading straight to the electric chair. *Shackled Cinderella* is as exciting as a mystery, as romantic as a love story.

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Shanghai, the Montmartre of Paris, the
night clubs of London, the Broadway of
New York . . . AND*

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CERTAINLY love is not a new theme for a novel, but Colette Roberts has written a story that is surprisingly different of a young, vivacious girl seeking love. . . . The fabulously rich Lynda is willing to pay for love; and Gary, handsome and ambitious to climb to screen stardom, is all too anxious to use her money as a ladder. What happens to her love and his ambition makes this an enthralling tale, filled with action and spiced with romance.

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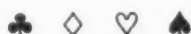


The Bridge World, Inc., 570 Lexington Ave., New York, N. Y.

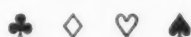
Both Ely Culbertson and his wife, Josephine Culbertson, are working on manuscripts for books to be published late in the summer. Mr. Culbertson is putting the final touches on his eagerly awaited RED BOOK OF PLAYS AND LEADS, and Mrs. Culbertson is progressing rapidly toward the completion of CONTRACT BRIDGE FOR EVERYBODY—her first book, which will enable everyone, with or without card-playing experience, to learn Contract from the ABC's to the XYZ's.



Far-off countries were well represented in the recent World Bridge Olympic. Score cards have poured in from China, the Philippines, India, Australia, Hawaii, Egypt and even bathing-suitless Samoa, according to an announcement by the National Bridge Association, which sponsored the Olympic. Now that the final date for the registering of scores is past, Ely Culbertson's THE 1932 WORLD BRIDGE OLYMPIC HANDS (\$1.00) has appeared. It includes the pars and bid-by-bid and trick-by-trick analyses of how the hands should have been played to make the pars, and also a valuable outline of the Culbertson (Approach-Forcing) system.



Interest in the Culbertson-Lenz "Bridge Battle of the Century," which not so long ago had a million kibitzers gaping, has been strongly freshened by the appearance of SLAM: A GA-GA HISTORY OF THE CULBERTSON-LENZ BRIDGE MATCH (\$1.00), the funny story of the imbroglio by William Ashby. For serious and ambitious Contract students, an exhaustive study of the bidding and play of over 200 of the hands of the match is given in FAMOUS HANDS OF THE CULBERTSON-LENZ MATCH (\$2.50), a thorough review by five of the players who participated—Ely Culbertson, Josephine Culbertson, Theodore A. Lightner, Waldemar von Zedtwitz, and Oswald Jacoby (partner of Mr. Lenz). A section by Lieut. A. M. Gruenther, chief referee, is also included.

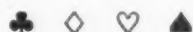


Friendly enemies—which is just another way of saying "Bridge partners"—have been taking an unholy delight in presenting to each other Warren J. Lynch's funny—and fundamentally sound—CULBERTSON FOR MORONS (\$1.00). This book of rules in rollicking rimes, chock-full of Approach-Forcing prin-

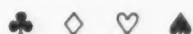
ciples, has saved the sanity of armies of despairing partners, including the beloved, belabored and—others. But for those who have been taken aback by this gift, there has been one big consolation: on numerous occasions, the givers have been caught reading the book intently themselves!



CULBERTSON'S SUMMARY (\$1.00) and the CONTRACT BRIDGE BLUE BOOK (\$2.00), both by Ely Culbertson, "still hold undisputed sway" among the non-fiction best sellers, according to "The Retail Bookseller" of May 1st. Month after month, these standard works on the Approach-Forcing system have stood to the fore. CULBERTSON'S SUMMARY, out-selling even the most popular fiction, is in its fourth hundred thousand.



Culbertson principles of modern Contract Bridge, as seen by a pioneer in the game and a convert to his Approach-Forcing System, are well exemplified in Lelia Hattersley's HOW TO PLAY THE CULBERTSON SYSTEM (\$1.50), which is steadily gaining in popularity among Bridge fans. Mrs. Hattersley is well known in New York City as one of the first exponents of scientific bidding and play and as an enthusiastic teacher of the Culbertson system.



Slam bidding, "psychics," and other exciting features of modern Contract Bridge, are the keynote of Theodore A. Lightner's HIGH LIGHTS OF THE CULBERTSON SYSTEM (\$2.00), which is now in its Second Edition. Mr. Lightner, a partner of Mr. Culbertson in the recent test of the Culbertson and "Official" Systems, has incorporated in this new edition an additional chapter, entitled "Slam Defense."



For Bridge players who like a stimulating graphic presentation of Bridge principles, 40 HANDS ILLUSTRATING THE CULBERTSON SYSTEM (\$2.00), by Elizabeth Clark Boyden and Mrs. Prescott Warren, now in its second large printing, holds especial pleasure. The hands and analyses are composed and arranged to permit the reader's working out significant problems unaided, the correct bidding and trick-by-trick play being printed on succeeding pages.

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THE NEW YORK TIMES BOOK REVIEW, FEBRUARY 1, 1932

Modern Italian Nationalism

THE NEW YORK TIMES BOOK REVIEW, APRIL 24, 1932

The Negro Vote and The 'Solid' South
An Illuminating Study of the Franchise South Of the Mason-Dixon Line

THE NEW YORK TIMES BOOK REVIEW, MAY 1, 1932

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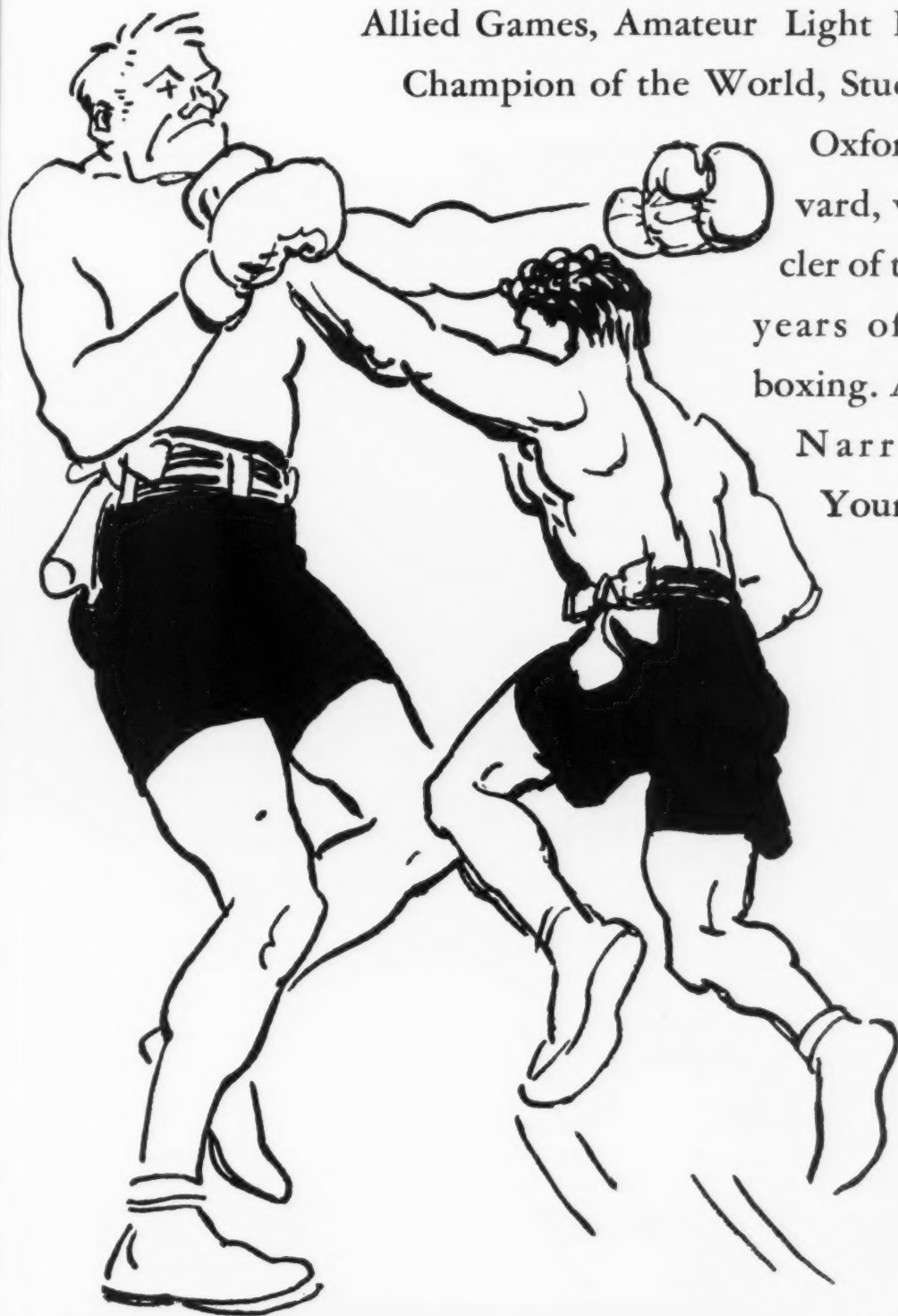
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 14, 1932

Current Problems Call for Mutual Understanding and Courageous Performance

Cass Canfield

President, National Association of Book Publishers, and Harper & Bros.

CONVENTIONS AT THE PRESENT time are a much more serious business than they were in the prosperous twenties. But for that reason, they are of greater interest and may be expected to accomplish more.

There is no denying the fact that both booksellers and publishers, in common with practically every business, now face a serious situation. Sales have decreased pretty continuously over a period of two years, and the problem of keeping pace with this decline by cutting costs has been difficult. Even with the greatest economy, neither branch of the book industry has any margin for radical experiment.

To that extent then publishers and booksellers must each work out their own salvation by good management and courageous action. Only in this way can our industry be kept on a sound basis and put itself in a position to benefit to the full extent from the revival of business.

Although things look rather black to most of us at the moment, there are several basically hopeful factors in the situation.

For one thing, there now is a more honest attempt on the part of both booksellers and publishers to understand the other man's problem. Instead of indulging in the luxury of each telling the other how his business should be run, we are trying to get at the facts. The report of the American Booksellers Association regional conferences has commanded the publishers'

respect. Likewise, we believe that the report of the Norton Committee on the Cheney survey, as it applies to distribution, will be regarded as a sound and thoughtful document by the retailers. Obviously, neither branch will agree with the conclusions of the other in their entirety, but the fact that our problems are being carefully studied and frankly discussed in a serious and broadminded spirit is a long step forward.

Then the establishment of the Credit Bureau by the National Association of Book Publishers has proved to be an important step ahead. Already through the efforts of the Bureau, many situations demanding immediate solution have been worked out to the benefit of all parties concerned.

So far we have kept our feet on the ground and it is vital that we continue to do so. For nothing could be more harmful than the hasty adoption of measures which in the long run would impair the structure of the whole industry.

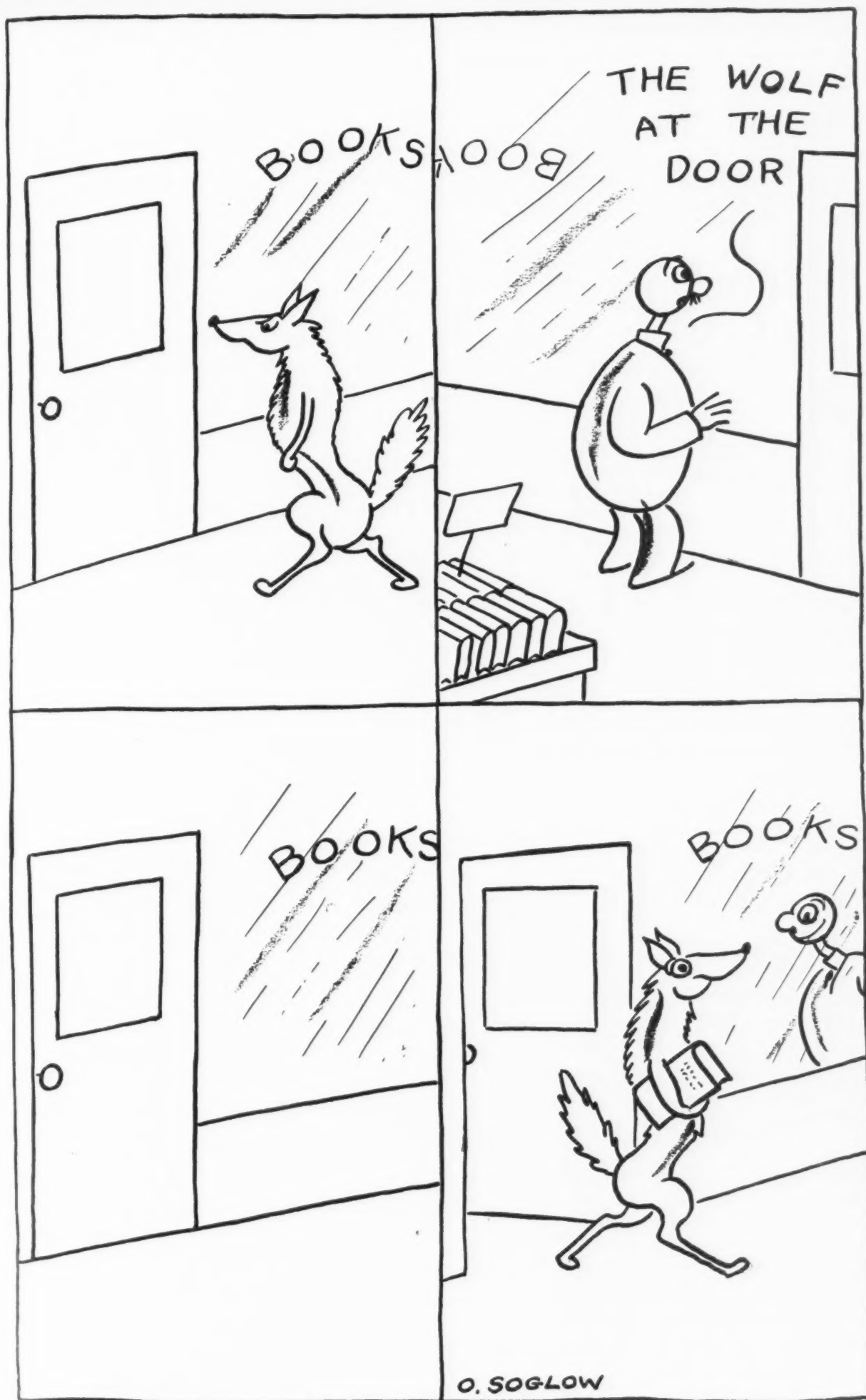
Finally let us keep in mind that times *will* turn. That is a very simple fact, but as the depression has deepened most of us have tended to forget it. Nevertheless, the lesson of the business cycle in the past is that when the great majority are convinced of the permanence of either an up or down swing, the turn is in sight. We probably have reached that point today.

Merry Convention and Happy Fiscal Year

Ogden Nash

*Author of "Hard Lines" and "Free Wheeling." Illustration by O. Soglow,
author of "Pretty Pictures." (All Farrar & Rinehart)*

Good morning, dear bookseller,
Good morning to you!
It's the end of the month
And the rent's overdue;
And a bright super-salesman
Has sold you a pup,
And the turnover's down
And the overhead's up,
And you've opened the mail
And it's wholly tuberculous
Except for a mess
Of publishers' circulars,
And your clever display
Draws a crowd to your windows
Who cluster outside
But refuse to come indo's,
And the book that you'd hoped
Would keep you alive
Is on sale down the block
For one-thirty-five,
And the spiderwebs swing
From the shelves to the floor,
And no one to talk to
But the wolf at the door,
And your fine place of business
(As you laughingly term it)
Would suit to a T
Any practising hermit,
And the telephone rings—
It's a customer! Look!
(1) Haldeman-Julius
Little Blue Book.
And a messenger comes
And he hands you a wire.
Oh Anticipation!
Your spirits mount higher,
And you open it up
At the end of its journeys,
And it says your account's
In the hands of attorneys—
Good morning, dear bookseller,
Good morning to you
Good morning,
Good morning,
Good morning to you.



High Pressure Won't Work

Alfred van Ameyden van Duym

A Bookseller Asks "Why Bookshops?"

IT WAS PROPHESED to me as long as six years ago by a most important person in the bookselling business—one who at the time occupied an official position in the trade—that in ten years bookshops would have become superfluous and all bookselling would be done over the counters of newsstands and drug stores.

It seems timely and appropriate to take stock of ourselves at this critical moment—just before the opening of the convention—and see how much nearer we are to this prophesy than we were six years ago. Has the bookshop become a dead limb of the publishing business, and if so why?

I must sadly admit that in my opinion we have come considerably nearer to it, but I have not given up hope that something may be done to remedy this situation.

The main trouble is that we are in a rather equivocal position. Individual selling has become almost a thing of the past, and we have not yet reached the full merchandizing standards of other businesses. We have been looking at this problem from the top and have failed to investigate the bottom. The selling of books involves an individual contact which is rarely if ever found in any other branch of salesmanship. We have had bankers' advice as to how the book business should be run in order to balance our books and show a fair profit on capital invested. But in this analysis little or no account has been taken of the personal contact between book clerk and public.

Book clerks used to be proud to call themselves members of a profession. They thought that they differed from other salesmen in that they furthered culture, and they were dispensers of knowledge. Their judgment was relied upon, they were more than salesmen to their customers, they became their friends and advisers, and their function had something educational about it. All this became almost a compensation for the wretchedly small salaries they received.

Eventually some of them became managers of bookshops, or traveled for publishing houses, but some just remained clerks and they became the old reliables forming their own little clientele and looked upon with respect, some even with awe for their encyclopedic knowledge. Those were the distant days but where has this little nucleus of the bookmen disappeared today? Perhaps you may find an occasional one in the common run of bookshops and the rest in rare book shops and rare book departments of the larger establishments.

In the relatively short time I have been in the book business—from 1916 on—I have seen these personal shops melt like snow before the ardent rays of the sun of ballyhoo. The personal element is disappearing from the bookshops and with it the chief reason for their existence. A bookshop is no longer a refuge for the harassed of body and spirit. Bookshops have become loud. They have joined the screaming chorus of mass advertisement. They must appeal through their windows, and their appeal must become sensational in order to be able to compete with other means of diverting the great public. All this, of course, is more true in large cities than in small ones.

There is a great scramble for the quickest sale of books. There is no end to the avalanche of trash and mediocrity, and good books are lost in the flood of tripe. Some publishers won't continue to advertise a book that does not show a sales possibility within the first two weeks. We must go on and on to the next. . . . *Because There Are More Coming!!!* And the latest books are always the most important. And so the poor clerk finds himself engulfed in the clamor for the *Newer* and the *Newest* and dare not stop to analyze. The result is that at the end of the season we are confronted by a huge inventory of devaluated merchandise. Devaluated and without a chance of becoming dignified

stock, because these books on our shelves have been jobbed overnight and sold at drug stores at a substantial reduction. The consequence is that the publisher gambles and sometimes wins out; but never the bookseller, never!

But to return to our book clerks. There are three varieties of book clerks. There is the book waiter, the chap who hands you a book as if he were selling a cake of soap, there is the bookseller who does the right thing, who is able to size up the customer and give good service—of him or her later—and the book pusher, the fellow that makes you feel he must sell you a book you do not want and so drives you away from his shop forever.

The vast majority of our present day book clerks are book waiters, and not even very good waiters at that. Bookselling is a genteel occupation, and there is no end to the supercilious young people who would just love to work in a "darling little bookshop." For some reason or other the selling of books is rarely taken as a serious occupation in these days of riotous living of the younger generation. Bookselling is genteel, it lets you meet the nice and "interesting" people, in many cases it is somewhat of a social asset. The knowledge of books is deemed unessential, and a background of culture something exceedingly old-fashioned. In the bookshop "it is smart to be sniffy." Of course you have read the younger and more extreme authors and by that you judge your customers. Service? Hell, that is a word used in *Publix* theaters.

On the other hand, we have the book pusher. "Mac, we ought to get rid of that pile of books, it has been standing there for too long a time, and the goofs won't know the difference between a plug and a brand new, A number one red hot thriller." This method finds favor in the eyes of many managers, but to me it smacks of Broadway auctioneer methods.

Third there is that pearl of great price, the real bookseller, the man who knows his books and his customers alike, who can make a plus sale without becoming obnoxious, who gives service in the best sense of the term, who sells himself more than the book in that he creates a desire in the customer to come back. Such people are still able to buck the cut-rate book racket,

such people still make a bookstore a place to buy real diversion, real education, real relaxation, and they are the only people to stem the tide of drug store methods and department store cut-rate policies.

The bewilderment that has overwhelmed this country during the last two years had made its appearance in the book world many years before the crash came. But that had not made the publishers any wiser. Overproduction was considered one of the essentials for the successful operation of a publishing house, and they merrily went on producing more and more in spite of all pledges to the contrary.

A few years ago there entered another element in the bookselling profession which has substantially reduced the actual sale of books and encouraged publishers to produce even worse books. I have reference to the rental library. True, in our years of relative bounty, a rental library was considered an additional and very profitable source of income. Then gradually publishers' representatives sold you books—if you had a rental library—and made no bones about it, that frankly speaking the books they were offering were not the kind you could sell but the kind you could profitably add to your rental library. And as stenographers and typists were considered the mainstays of rental libraries, there developed a line of books which for want of a better name we will call stenographers' literature which finds its equivalent in the magazine world in the so-called confession magazines. Tawdry romance and sex-tickling novels have been the order of the day during the last half decade. Then came depression, and people began to be cautious about spending two bits on the rental books. The profit derived from books put in rental libraries—and some of them realized more than five times the actual selling price—dwindled. This in turn induced rental libraries to put in more and more gadgets so that what once looked liked a bookstore began to bear a close resemblance to a drug store. This in turn brought book clerks into bookstores who bore a close resemblance to drug clerks, and to add the last straw cigar stores were partially turned into bookstores. The prestige of the bookshop decreased in proportion as other stores which were meant for different merchandizing ventures increased

their stock of books. The terms on which jobbing houses and certain publishers do business with these drugstores differ from the terms which are offered genuine unadulterated bookstores. The bookstores have become the step-children of the publishing industry, and publishers have counted more on drugstores than on bookstores to help them out of the holes they get into through their glaring mistakes.

So it is small wonder that bookstores watch publishers' moves with many misgivings. True of late the publishers have also reached a sad plight and in their despair they are actually beginning to look upon bookstores with a favorable eye. They realize that in order to sell great quantities of books, bookshops take the first steps in popularizing a book through the initial effort in promoting the book through adequate display. Booksellers, however, have become wary, and more and more are trying to make the publishers share part of their burdens. So now publishers have become more liberal in furnishing quantities of books on consignment in order to obtain an adequate representation of their line and more especially the high spots of their line.

The question is not so much the acquiring of a public which never has bought books before as the keeping of a steadfast clientele whose recurrent buying of books forms the base of the prosperity of bookshops. In order to regain the public confidence in bookshops, we must therefore have first *Intelligent Service* on the part of the book clerks and second though not last—many minor factors are also necessary—a more careful and restrained selection of books by publishers.

To the latter, I know, it is argued that many young budding authors will be lost to the world. To that I would answer, let them try the magazines, we have been the goats long enough.

Another mistake on the part of the publishers is their frantic effort to catch up with the news of the day, to pander to the latest sensation, and to make hay while the sun does not shine but scorches. *The News, The News!!* Whether it be Manchuria, kidnapping, or the latest bridge ballyhoo. Books will never be able to catch up with newspapers, they have to have a more permanent quality to last, but the

only place they last now is on the booksellers' shelves.

Therefore, in my humble opinion, the two greatest mistakes in the book publishing and bookselling world, and mistakes which doubtless can be remedied are the inadequacy and gross incompetence of the editorial departments of the publishing houses, and the small amount of care that is taken in selecting the personnel in bookshops.

Last but not least there is the question of underselling or price competition, in the eyes of most New York booksellers the saddest feature of all our book woes. The only way I know how to combat this distinct evil at present is by stressing the educational feature of the genuine bookshop and the superior and more intelligent service it can offer. How to compete in the matter of price is a problem to be solved by business economists, and they seem to be off their base at the present moment. In the meantime we must continue to merchandize through our windows and individualize that appeal inside. Bookshops are the last strongholds of individual effort, in them a man may still call his soul his own and the bookseller still handles a merchandise as variegated as the books on his shelves, and his contact with the buying public is still more personal than any contact that exists between any other salesman and his customer.

A few years ago a former employer of mine, a man who has been eminently successful in the book business advertised through the medium of the *Publishers' Weekly* for book counsellors and at the time I smiled at the somewhat pompous title for the humble fellow who stands between the customer and the book he buys. But I laugh no more at it, the type he was looking for has become almost extinct and the book world has lost in him its most valuable asset.

So now we get back to where we started: "Why Bookshops?" Have I answered this question adequately? Without having bookshops supported by philanthropy, is there still a way in which bookshops can make money? And how shall we go about it? My answer is greater individual effort, shrewder judgment in the selection of books, greater enthusiasm and better service on the part of book clerks.

Fourteen Points

Marion E. Dodd

of the Hampshire Book Shop, Northampton, Mass.

(Concluded)

V

Annual Program for Selling Remainders

The establishment in New York and Chicago of an annual dump heap of all books which publishers wish to remainder, this sale to be maintained for a period of one month, one week of which should be during convention time, is worth trying.

Thousands of books could be disposed of in this way to legitimate bookstores, as the advantage of book bargains in every store is obvious. There is a buying public, which will only buy bargains, their minds are built this way, and their highest happiness is to get something for next to nothing. This is a psychological factor which is not taken by booksellers as a business situation and a matter of the psychology of selling. My original impatience with this type of person has been changed by a difficult and slow process into one of understanding and recognition of a type of mind. The fact that many of us have been slow to recognize this fact, has helped to contribute to the successful remainder business by mail. Bargains in every bookshop are desirable.

There should be, of course, a central place, normally the A. B. A. headquarters, or some spot designated by the N. A. B. P., where remainders of all publishers should be on view for examination and purchase, prices to be marked in accordance with the prices paid by remainder firms today. A plug is a plug, and publishers should not hope to increase their receipts for them to any extent by dealing direct with the bookseller. This undoubtedly would be attempted, but would kill the plan before it could be put in operation. This is one instance in which we could make our own prices by way of helping to relieve the publishers of their printed and bound mistakes. It goes without saying that lists of these remainders should be circulated

among the booktrade before the show. The remainder of the year's remainders should either be shipped outside of the twelve mile limit there to swing at anchor till the next show, or burned on the altar of good business.

VI

Abolition of Trade & Text Editions

The subject of textbooks is too large to be considered except in connection with general trade books. But the confusion for the college bookseller is so great that at the next College Bookstore Convention, I trust that a joint protest will be made in this matter.

In the first of this series of articles* certain facts were made clear in giving definite instances, in which the sale of a general book was stopped short by suddenly issuing a textbook edition. This happens when the textbook departments of general publishers see a chance to increase their sales by securing adoptions of certain books by members of faculties. In order to secure adoptions, they go on the supposition, for some unknown reason, that the covers must be made to look drab and the margins cut down to make a smaller volume, illustrations cut out; that is, take all the kick out of a book, and make it a textbook. Though the cost of production is lowered, discount to the bookseller is decreased to only 20% whether he buys one copy or five hundred. I have been told by textbook publishers that they were conscious of the fact that no profit could be made on textbooks at 20%, but the now traditional attitude toward college bookstores, that they are merely centers of distribution and book repositories and are not supposed to make a profit and must never expect to, is rooted in the history of the development of the modern college bookstore, but we cannot go into this here.

* See April 30.

Where does this leave the general publisher who has been looking for new outlets? The up-to-date college bookstore which is equipped to handle general books is one of the most definite, ready-made available markets for books. If we cannot make readers in the high school, begin at the college age. A good college bookstore is a bookish center where readers can be *made*—no, they are not all made on the campus—not by a long shot.

In spite of this fact, many publishers instead of giving the best terms on general books, or offering any special inducement or aid in the college world, have discouraged many bookstores from carrying trade books at all, and actually discriminated against them because they *were* college booksellers. In the large universities, the managers find doughnuts and chokers and jewelry and coal and furniture and clothes and stationery much more profitable, though not as appropriate. Just this winter, one of the best of us, in answer to a question of mine, said that the publishers offered no inducement to carry general books and that until they come to their senses, there was not much use in doing anything more—I agree.

If the general publishers want the college bookshop to carry a representative line of trade books, they must realize that the loss on our textbook departments must be offset by liberal terms on trade books and that in every instance where an edition is duplicated by their textbook departments they are deliberately eliminating an outlet for the general trade books. The stultifying effect of textbooks on the habit of reading cannot be overestimated in the life of the average student. Mr. Brewer in his remarks on the textbook did not go far enough.* Young John Milton said it all by way of a spirited attack on Scholastic Philosophy at the University of Cambridge 300 years ago. (See Tillyard.)

Most of them make for poor and uninspired teaching and block refreshing vivid scholarship for the average boy or girl.

Why not reduce the price of the regular trade edition, leave the format as it is, and give a 40% discount on quantity orders, in view of the fact that its market is increased by use in college classes? Often the college bookseller has been responsible

for its adoption in certain editions. Why not reward his interest and intelligent cooperation and encourage him to continue efforts to sell general books?

The above suggestion is based on the custom of the reduction of price on books when they are selected by book clubs on the basis of assured quantity production. The existence of two editions has put the bookseller in such an embarrassing position *that this in itself is sufficient reason to chuck the book business and go fishing.**

VIII

More Consultation With Individual Booksellers

There may be consultation with a few booksellers concerning the format of books but if so, I have never heard of it. The manufacturing departments take no pains to find out what readers like, but go their own way with an appropriation. How the publishers can get any reliable information on the reaction of the reading public to format, I do not know, except through the booksellers. Reviewers seldom mention format. I can think of a review, one third of which was taken up with an enthusiastic review of the jacket! A little extreme possibly, but a refreshing idiosyncrasy. Has anyone ever thought of adding to the review in 8 pt. italic, a comment on the make-up of the book? This would at least represent the approval or objection of the army of reviewers, and might have an influence on the size and price of books.

Publishers and some booksellers still insist that there is a demand by a large public for two volume large biographies at \$10 or \$12.50. I beg to differ with this judgment. The public has finished with the much-padded, clumsy format of days of inflation and daily expresses a desire for a book in keeping with the length of the manuscript and resents futile attempts at misrepresentation. This is another strong count against the maker of books: he is deliberately trying to conceal the length of the book by printing devices, for the purpose of increasing the retail price. This is not playing fair, and the whole booktrade ought to know by this time how readers feel about this trick by the number of two volume sets of biography that go into re-

* See December 12, 1931.

* Point VII—40% flat discount is not elaborated here.

mainder lists. Look at Stuart Sherman, Pershing, Pennell, etc. There is always the resort of thin paper and Kingsport, Tennessee. The one volume editions of Lincoln Steffens, Charles & Mary Beard's "American Civilization" and William James' Letters are encouraging examples.

If the publishers would deign to accept the comments of their consumers via the booksellers, they would be much helped toward a true picture of what people want. After all, to sell something successfully, you must supply merchandise to meet the actual demand. Here is one way to accuracy—consult by some method with booksellers—who by a miracle might lessen the number of failures due to format alone.

Publishers have been told frequently that centering their advertising in New York is bad business for New England, the prairies and west of the Rockies. If they have watched the stimulation of sales through a page in a New York daily, why not devise some scheme in cooperation with the suburban or country bookseller, whereby his territory can be covered by judicious stimulation. One of the most interesting parts of Mr. Cheney's report was his picture of our appalling and complete ignorance of our market. It is true that neither booksellers nor publishers have made any headway here. We are trying the experiment now of securing a cross section of literary tastes in Northampton. We have written the following letter to 25 students of Smith College, members of the Smith College faculty, and administrative offices, executives in the town, of telegraph and telephone offices, banks, factories, hotels, heads of institutions, hospitals, etc., teachers in the public schools and administrative offices, in the private schools, professional men, doctors and lawyers, authors, etc.

"Would you mind writing in longhand on the enclosed card an expression of opinion on some book that you have recently enjoyed very much. The book may be new or old, the only requirement being that you are enthusiastic about it!

We are asking several members of the faculty to do this, a few students and a few townspeople so that we can have a window of these books which would be, of course, of great interest to all Northampton as a cross section of literary taste. We would much appreciate your cooperation and would like the card back at your earliest convenience. Already a great deal of interest has been expressed in this inquiry on all sides."

The signed cards with the books have been on exhibit in the bookshop and its campus branch, and have created much discussion about books and additional interest in reading them both in bookshops and libraries.

It is one of the most interesting things we have done and has brought many surprises in the type of books chosen. We hope to continue in this investigation to find out if possible which people read purely for recreation and if so what; how many people read for information and if so what their interests are; and so on. While we are collecting this cross section of literary taste, a report of it has been in the local newspaper and letters have come as a result from old friends far away who still take the historic *Hampshire Gazette*.

We have expressions of opinion on current books (which publishers would like to see and use) by distinguished people, which have stimulated the sale of books in our town.

There are lots of things which could be done jointly, without the enormous advertising expenditure in traditional channels. Sending an expensive and popular author who happens to be a good speaker on a lecture tour is another desirable sales stimulus. Often they come too high for a small bookseller but when they don't kill the sale of their books, authors are usually good enough to rouse much discussion and interest. In the course of years we have had fifty or sixty well-known authors in our bookshop and only in two cases did they accomplish the extreme opposite of what we had intended.

Why not submit to a company of booksellers advertising plans for a spring list, for instance, and get their suggestions and criticism? As the world is in the process of change, an infinitesimal section of it should have open minds, and booksellers and publishers should work things out together. The ideal thing would be to require every bookseller to have had a thorough training in a publishing house and every publisher to have had a retail book-selling experience.

IX

Book Prices

It is encouraging to see prices decreasing as the spring books appear on the scene. The fact that publishers at last have things

their own way and can call for competitive bids from printers, who have stood out to their own detriment on the wage decrease, is doubtless one reason for lower price levels. Houghton Mifflin has reduced its detective stories to \$1.75, next best price to one dollar! The Macmillan Co. has sheared prices on every kind of book, which will give more serious books a much better get-away. There is an obvious temptation to add impressiveness to a serious and authoritative book by giving it a high price, but often by so doing, the scales have been tipped against the book's being intimately known abroad except by channel of libraries. Alfred Knopf reduced the one volume edition of Katherine Mansfield's *Letters* (remarkable enough to be made available to as many people as possible) from \$5.00 to \$3.50, splendid value for the money and a book that every seller of books can be enthusiastic about from every point of view: contents, format, price.

Many complaints are made by the public about the price of children's books. The artistic beauty of many of them and the expense involved in production is not appreciated by customers of the average bookstore, which, of course, has many of the reprints for price range purposes, too. If education of the public is necessary to continue expensive and beautiful books for children, publishers ought to take notice and make a special effort to inform the public. Many lovely illustrated books have gone on sale tables because this is not done. This criticism comes directly from buyers of children's books and is not to be confused with the personal opinions of booksellers.

Keeping the price of books up to increase the amount of total sales is shortsighted. Reasonable decrease in relation to the general fall of prices in the markets of the world is what the public expects, and in this expectation it is using common sense.

X

Grouping of Stores of a Kind

There is more to be gained by discussion among people with like purposes and ideals in business than in a large association where there is a multitude of attitudes and ambitions. This has been recognized by the A. B. A. in dividing bookstores into differ-

ent groups for discussion at the conventions but at conventions only.

Four booksellers have gone further. They have founded a group for discussion of business methods and for publication of a joint Christmas catalog, which they have called for three years, "Company of Books." The Vassar College Cooperative Bookshop (Marion Bacon, Mgr.), The Hathaway House of Wellesley (Geraldine Gordon, Mgr.), The Boys & Girls Bookshop of Boston (Bertha Mahony, Mgr.), and The Hampshire Bookshop, Inc. of Northampton, are bound by common cause at the present time. We all think that this group has in it the possibilities of developing clean-cut business methods with a clearly defined field and that the result may be cooperative buying, and the formation of many other interesting plans for selling more books at a decreased operating cost in purchasing and advertising. The very pleasant bond which holds the group together is one of congenial taste and purpose only. The amount of books sold by this group in their bookselling careers runs into several million dollars. We are, therefore, a good group to do business with and many publishers have given us splendid cooperation in all sorts of ways.*

XII

Contact of Publishing Heads With Booksellers

Publishers and booksellers have never (at least in the last 18 years) met in common cause except by the system of delegates. Occasionally, when excitement has run high, a couple of the younger men might be seen on the outskirts of conventions listening in on discussions. Many of us have met in private offices and, occasionally when we already knew the publisher as a salesman there has been friendly back talk. But *why* this reluctance to meet in a group for discussion? Many publishers have no conception of the kind of men and women who are in the book business today, nor have we an adequate conception of the type of man who is in the publishing business today. The salesman go-between is not always successful in representing us to each other correctly, because

* Point XI is not elaborated here; but was discussed in the April 30 issue in connection with Point III.

in the scheme of things he bases his opinion, as his chiefs expect, on the sales quantity, and as we expect, on the amount of leeway he is allowed, to make "adjustments" for us. No large orders—bad booksellers; no adjustments—bad publisher!

A group discussion between the men in publishing concerns who make editorial decisions and determine policies, and the booksellers, would be worth trying sometime. Cut out the go-betweens and interpreters.

We all want to sell books; that ought to be a common basis on which to meet. But it would apparently be an unfortunate one to choose just now. Therefore, why not admit the booksellers to those Inner Sanctums of publishers' heads where some of the real fun goes on. These same heads seem so very hard to us out in the open, but invariably there is a soft spot through which all kinds of delicate observations and philosophies may come if encouraged. Business understanding is more likely to be affected today by the kind of discussion that Mr. Brewer wrote for the *Publishers' Weekly* (Dec. 12, 1931). A departure from the usual basis of discussion in these group meetings, which I suggest might be held in New York or Chicago once a year, to a consideration of *what we are selling* would be a boon. For the present at least steer clear of the ways and means. Discussions of the potential market for books, how to increase this market, what kind of book readers of books definitely want, the format of books, new editions, the whole question of book reviews, and suggestions (unwanted of course) to authors who bequeath us trial and tribulation.

We might know then, whether publishers are bookish, sometimes it seems as if they were not! Then, too, might the booksellers (occasionally thought of as "yellow dogs") be labelled with kindly humor. The members of such a meeting would have good talk about the interesting and exciting sides of the books them-

selves and the people who are or ought to be interested in reading them.*

XIV

Bad Trade Practices

Bad trade practices are a constant source of irritation and contribute directly to bad service, especially in the case of booksellers outside of New York and Boston. They are obviously bad. There is nothing to discuss about them. But is anything done? No, not much. Nothing functions perfectly in this life; and we all make mistakes; but it does seem as if drastic methods about the above items would secure some relief for the harried bookseller who tries to give decent service. I would emphasize especially the urgent need of publishers adopting some unique form of sending price changes which could not possibly be confused with advertising matter, in addition to printing them in the *Publishers' Weekly*. For a list of bad trade practices see the first part of this article. (April 23).

By Way of Apology

All of this has been said before in different ways by different people, but I have not resisted the temptation to clarify my own mind by putting down on paper all those things which take the fun and pleasure out of the trade or profession which I swear is the most interesting there is.

Many irritating things have happened this year that a seasoned bookseller could afford to ignore in a better business period. Many of them have seemed so unnecessary and so easily remedied, that I have listed the snags which have actually blocked the selling of more books, hoping that other booksellers who have had similar difficulties will suggest some inspired remedies which might make a bookseller's life less concerned with fighting bad conditions in the trade, and more concerned with selling books at a profit to his bank account and his own happiness.

* Discussion of XIII is included with XII.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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May 14, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Down to Business

PRACTICAL SUBJECTS of business adjustment and sales production will be to the front at the booksellers' convention which opens on Tuesday. Out of the series of A.B.A. regional conferences has come a program which will be discussed by the booksellers around the table in two long private sessions.

First, the subject of budgets, the control of business, the best methods that the dealers can bring forward of fixing the relation between income and outgo, of controlling expenses, stock investment, of planning sales budgets and pushing forward to meet them. Budget making always sounds like an extra work to those who do not do it, but it is a firm basis of progress to those who want to build business. The sales builder who works on a budget basis feels a confidence and courage that he could not feel if his plans were unsupported by figures.

Then there will be discussions of sales and selling with ideas brought forward from practical experience, improved technique for floor selling, experiments with telephone selling, discussion of sidelines. Display advertising will be discussed as well as direct mail advertising and window displays. Out of these subjects, the very

fundamentals of good storekeeping, should come new ideas that each dealer will take home with satisfaction and encouragement.

The Wednesday morning Forum, to which publishers as well as booksellers are invited, may stand simply as a sign of improving contacts between the two branches of the industry or it may add specifically to the progress that has been made in the habit of working together. One of the great gains in the industry in the last two years has been the establishment of the Joint Board of Publishers and Booksellers under the succeeding chairmanships of William Morrow and Henry Hoyns. The Joint Board has studied the fundamentals of the industry's problems and into the discussion will now be brought many of the issues raised by the report of the booksellers and the study by the Norton Committee of the Cheney report. In these two studies there is material enough for the most intensive kind of committee work and for use of the most considered judgment of those called into council.

The history of every political or business organization proves that only in desperate times do the varying groups get down to concrete programs of reform. It is unfortunate such times provide all too little margin for experimentation and new efforts. The booktrade is at an advantage, however, in having important studies completed on which the industry can begin work, and there are signs that it is going to work immediately.

The Annual Banquet

AS THE BANQUET on Wednesday evening is to be the only social function of this business convention of the A. B. A., it ought to be as largely attended as any banquet of the past and supply as it always does the perfect occasion for the whole trade to get together in festive mood. Many will recall the gathering of the war year of 1918, when the booksellers, puzzled and distressed by war conditions in their shops as well as in their communities, came together in New York, exchanged ideas, and, after the annual dinner, went home better equipped to work out their problem. This, too, is war year in its tenseness and difficulty. Contacts made at this annual gathering will help to establish confidence for years of new growth and stability.

More Than Merchandise

FROM THE LIBRARY CONVENTION at New Orleans comes a resolution appropriately emphasizing the fact that, while libraries must "meet sympathetically the demands of appropriating bodies for the utmost efficiency and economy in all public activities, at the same time they should stand unflinchingly for the maintenance of those library services which help to sustain morale and to increase understanding of the many difficult problems now confronting the American people."

This is a needed stress on the fact that books are to a nation much more than merchandise. They are ideas, they are stimulus, they are builders of morale and comforters in idleness. Everyone handling books has common cause with the leaders of the country in saying that the distribution of books should not be curtailed in the strain of the times.

As Man to Man

IN GOLF AND in other sports there is a well-known type of contest known as "the customer's game," in which one player is inclined to hold back in order to be sure that the customer who is playing with him does not have the embarrassment of defeat, the important thing being future orders and not the winning of the game.

In many contacts between producer and buyer the same difficulty appears. In the booktrade the bookseller is always the customer and the publisher the seller, and, though it often may be the habit of publishers in their private conversations to berate the retailer for his alleged ineffectiveness, when it comes to putting such statements in print or in public address the publisher draws back knowing that any expression of unfavorable opinion may be held against his house or his imprint, to the disadvantage of his men on the road and total orders. The bookseller as a customer feels no such embarrassment unless perchance he may have come to the delicate position of needing continuation of credit.

In a period like that of the present when publishers and booksellers are seriously working together to remedy and ultimately improve the difficulties of the industry, the two ought to work together, not as seller

and buyer, but as groups having a common cause in the adjustment of difficulties.

The painstaking work that has been going on week after week by the Publishers' Association committee which has been studying the Cheney Report under Mr. Norton's chairmanship and the long weeks of conference that have been conducted by the booksellers in their regional gatherings have put both publishers and booksellers throughout the trade in the mood for serious conferences, and out of these conferences should come not charge and counter-charge but proposals that will stabilize and point the way to improvements. If ever the trade was in a mood to work and work together, now is that time.

More Books As Bait

WE PICK UP A large catalog of second-hand books that has come to our desk this week and find among the many hundred second-hand items a half page display advertisement of a new April \$5 book offered at the special price of \$4. Here is a book that has just gone out to stores, and has a good chance to sell. This dealer in rare books offers it at a price that will not cover his cost of selling in order to give spice and interest to his other books on which he will make a profit. This, to our mind, is a type of bookselling above which the trade ought to be able to rise. If the dealer is callous to the interest of the trade as a whole and entirely indifferent to the welfare of others who are selling books, he will find others just as callous to *his* interest and the whole trade will start down hill together. The trade in old and rare books may be dull and the trade in new books dull, but if the dealer of one field uses books from the other as bait to his trade, we are indeed in the last stage of shortsightedness.

BOOKSELLERS' 32ND ANNUAL CONVENTION

The convention will be held May 17-18 in the Hotel Pennsylvania, 33rd Street, and 7th Ave., New York City. Morning meetings will begin at 9:30 A.M. and the afternoon sessions at 2 P.M. The Annual Banquet will be held on Wednesday evening at 7 o'clock. All booksellers are invited and are urged to attend. Don't forget to ask for your Convention Fare Certificate!

Weather
Unseasonable

P. W. Form-Sheet

Neck and Neck The April Best Sellers FICTION

- THE GOOD EARTH.** By Pearl S. Buck. John Day, \$2.50.
- THREE LOVES.** By A. J. Cronin. Little, Brown, \$2.50.
- BRIGHT SKIN.** By Julia Peterkin. Bobbs-Merrill, \$2.50.
- MAGNOLIA STREET.** By Louis Golding. Farrar & Rinehart, \$2.50.
- SECOND HAND WIFE.** By Kathleen Norris. Doubleday, Doran, \$2.
- MISS PINKERTON.** By Mary Roberts Rinehart. Farrar & Rinehart, \$2.
- MARY'S NECK.** By Booth Tarkington. Doubleday, Doran, \$2.50.
- THE GOLDEN YEARS.** By Philip Gibbs. Doubleday, Doran, \$2.50.
- OLD WINE AND NEW.** By Warwick Deeping. Knopf, \$2.50.
- LOADS OF LOVE.** By Anne Parrish. Harper, \$2.50.
- Winner of the April Handicap by several lengths. The favorite of "sure-thing" betters.
- A newcomer to the list of winners. First at Scrantom's in Rochester, Lowman and Hanford in Seattle, etc.
- Stokes and Stockell in Nashville report that they are selling this title "like hotcakes." They expect to sell another 200 the day the author visits the shop.
- 31,000 to date, say the publishers, and well up on all lists. A money-maker at Vroman's in Pasadena and The Book Centre, Inc. in Bayonne, N. J.
- In the money at most stores.
- Although this filly has slowed up on the metropolitan tracks it still comes in a winner in the provinces. The movie should help it.
- Second at Osborne's Book Store in Santa Barbara, MacGreevey's in Elmira, etc.
- The third entry from this stable to place this month. A best seller at Meridian Bookshop, Indianapolis.
- With a late start the veteran jockey brought it in to finish in the money. If it's a Deeping it's a best-seller.
- A winner at Butler's in Wilmington, Delaware. This veteran still places on many tracks.

NON-FICTION

- ONLY YESTERDAY.** By Frederick L. Allen. Harper, \$3.
- THE EPIC OF AMERICA.** By James Truslow Adams. Little, Brown, \$3.75.
- A FORTUNE TO SHARE.** By Vash Young. Bobbs-Merrill, \$1.50.
- THE STORY OF MY LIFE.** By Clarence Darrow. Scribner, \$3.50.
- ONCE A GRAND DUKE.** By Grand Duke Alexander. Farrar & Rinehart, \$3.50.
- CULBERTSON'S SUMMARY.** By Ely Culbertson. Bridge World, \$1.
- NONSUCH.** By William Beebe. Brewer, Warren and Putnam, \$3.50.
- RECOVERY.** By Sir Arthur Salter. Century, \$3.
- CONTRACT BRIDGE FOR AUCTION PLAYERS.** By Ely Culbertson. Garden City Publishing Co., \$1.
- WAY OF THE LANCER.** By Richard Boleslavski and Helen Woodward. Bobbs-Merrill, \$3.50.
- The Twenty Grand of the booktrade.
- Still placing second to "Only Yesterday" on most tracks. Going well at Osborne's in Santa Barbara, and H. S. Hutchinson & Co., New Bedford, Mass.
- The winner at Pettibone, McLean in Dayton, Ohio, and the Deseret Book Co., Salt Lake City.
- The Massie trial doesn't seem to have exactly hurt the sale of this title.
- Still running well. Won at D. H. Holmes Co. in New Orleans.
- A veteran money-winner comes through again. Good on all tracks. 300,000 to date.
- Travers Bookstore in Trenton reports it a winner.
- Doing well in metropolitan stores. Burrows Brothers in Cleveland, and Scribner's Bookstore in New York list it as a best-seller.
- The supply of bridge beginners seem well nigh inexhaustible.
- For many booksellers life is just a boleslavski.

P. W. Form-Sheet

Track
Rocky

At the Starting Post

FEAR AND TREMBLING. By Glenway Wescott. Harper, \$3.50.

AMBER SATYR. By Roy Flanagan. Doubleday, Doran, \$2.50.

THE BLACK SWAN. By Rafael Sabatini. Houghton, Mifflin, \$2.50.

JUNGLE GIRL. By Edgar Rice Burroughs. Burroughs, \$2.

THE AUTOBIOGRAPHY OF A BANKRUPT. By Julian Sherrod. Brewer, Warren & Putnam, \$1.50.

DIARY OF AN EX-PRESIDENT, JOHN WINTERGREEN. By Morrie Ryskind. Minton, Balch, \$1.75.

SPOOK CROOKS. By Julien J. Proskauer. Burt, \$1.

ESCAPE. By Philip MacDonald. Crime Club, \$2.

Although the reviewers received it with many a "tch tch" they consider it significant. It should sell well though not spectacularly.

Rated ? ? ? by Donald Gordon. The reviewers call it "honest" and "moving" and the publishers are making ballywhoopee over it.

The real Sabatini again, and an odds-on favorite in its field.

The story of a female Tarzan. Interest in the author has increased again since the Tarzan movie.

Another by the author of "Scapegoats." The author should get plenty of sympathy anyway.

By the co-author of "Of Thee I Sing." The publishers chant "Out of the red with Wintergreen!"

An exposé of "the fortune telling harpies who leave a trail of death, dishonor and poverty in their path."

A mystery story from an unusual angle by a popular author.

Dark Horses

VOICES FROM THE DUST. By Jeffery Farnol. Little, Brown, \$2.50.

OBSCURER DESTINIES. By Willa Cather. Knopf, \$2.50.

PRE-WAR LADY. By Margaret Widmer. Farrar & Rinehart, \$2.

BERLIN. By Joseph Hergesheimer. Knopf, \$2.50.

JOY GIRL. By John V. A. Weaver. Knopf, \$2.

SHUDDERS AND THRILLS: THE SECOND OPPENHEIM OMNIBUS. By E. Phillips Oppenheim. Little, Brown, \$2.50.

STROKE OF LUCK AND DREAM OF DESTINY. By Arnold Bennett. Doubleday, Doran, \$2.50.

COLLECTED POEMS OF ELINOR WYLIE. Knopf, \$3.50.

LARK ASCENDING. By Mazo De La Roche. Little, Brown, \$2.50.

June 3. You know how the adventure fans go for Farnol.

August 5. Three long stories. The first printing will be 25,000 and there will be a limited edition at \$15.

June 2. The theme, say the publishers, is "provocative."

July 22. An informal picture of contemporary Central Europe.

June 1. May be the Burgoo King of summer fiction. About a girl who always got what she wanted.

July 15. Another collection from a master thriller.

May 19. A long story and an unfinished novel, both about the stage.

May 20. A lot of people have been waiting for this one. It is a beautiful looking book.

Starts August 12, not July 15 as announced last week.

Indiana University Bookstore

The "Most Beautiful College Bookstore in America" Was Built From the Accumulated Profits of 42 Years

ON APRIL 25TH at Indiana University there was held the informal opening of what has been justly termed the most beautiful college bookstore in America. The store occupies the 3-story East Wing of the University's new Union building, which is pictured on the opposite page, and was built, not from state funds but from the accumulated profits of the bookstore over the 42 years since its establishment. Ward G. Biddle, who has been manager of the Indiana University Bookstore since 1923 is also Director of the Union Building.

Inspiration for the chapel-like design of the store came from a London bookshop that had been built into an old church. There is a church-like vestibule opening into a cool spacious room with an open balcony and a broad flight of stairs on whose newel posts perch scholarly owls. The ceiling is vaulted, with broad oaken beams, and is pale green in color. On the right as one enters the store are counters containing practical supplies, as well as a "serve yourself" counter. On the left are the stationery and art departments, and in small alcoves on either side of the entrance are alcoves for magazines, postcard racks and greeting card displays. Behind the stationery and art counters are stacks for textbooks and fiction, which have a capacity of 15,000 volumes. Books are put alphabetically into departments and cataloged within each department according to author and title. Below each shelf are removable labels giving the author and title of each book, the semester it was ordered, the professor by whom the title was ordered, the cost price and the selling price. The amount of space which is available facilitates the handling of demands at the fall opening of the University and will allow space for a second hand book department which will be opened later.

On the main display counter in the center of the room are the latest fiction titles, and gift novelties. At the rear of the main room is the general office with two win-

dows opening into the store. Just outside this office is an elevator connecting the main floor with the book receiving room.

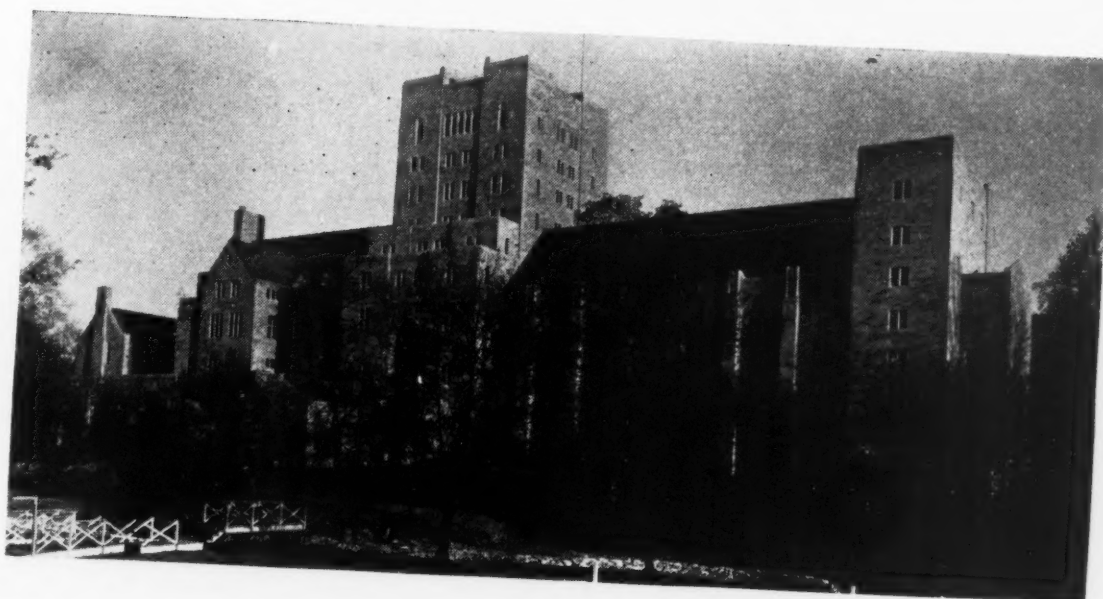
At the top of the broad stairs leading to the mezzanine is the Fireside Bookshop, which will not be formally opened until fall. This shop is comfortably furnished with oaken chairs and tables and has a deep wainscoting of oak, and will include a rental library and magazine shelves. Above the fireplace in this room is the quotation from Abraham Lincoln, "I will study and get ready and then maybe the chance will come."

The *Indiana Daily Student* says that the mezzanine floor "is going to furnish students with their best reason for not attending classes, if comfort and attractiveness have any drawing power." There are soft carpets, upholstered chairs and settees, writing desks, smoking stands and lamps. The upholstery is in dull red, tan and soft green and there is a low wainscoting of oak. It is planned to serve tea here on certain evenings, a kitchenette having been built for that purpose.

To the left at the top of the stairs is the James A. Woodburn room, dedicated to one of the University's most beloved professors. It will contain a complete collection of Professor Woodburn's works in first editions and will be used by the University for board meetings, staff meetings, or other meetings of small groups.

In the basement, besides the University Post Office is a cap and gown room, the freight receiving room and the storeroom. In the receiving room hangs the gold and black sign, which, up to the present time has always designated the bookstore.

The Indiana University Bookstore was established in 1890, under the management of Frank E. Feters, now professor of economics of Princeton. It was taken over by the University in 1910, under the direction of N. O. Pittenger, now comptroller of Swarthmore College, who held the position of manager until 1923.



Above: the new Union Building of Indiana University, the East Wing of which houses the University Bookstore. Below: Looking north from the south balcony of the bookstore. Note the vaulted ceiling and the great oak beams. The mezzanine is comfortably furnished as a lounge with easy chairs, writing desks and lamps, while below on the main floor may be seen the central counter for new fiction and specialties and, at the right, the art and stationery department, behind which are the shelves for textbooks



Making Windows Sell

General Windows

TO THE PUTNAM BOOKSTORE in New York City we award the unofficial palm for the most consistent series of well arranged and effective window displays it has ever been our pleasure to observe. Beginning with the "Nonsuch" and "Tragedy of Henry Ford" displays which were reproduced in the *Publishers' Weekly* a short time ago, each succeeding week has seen a new and original display in the window of this store. This week the title featured is "Twenty Thousand Years in Sing Sing," and the display is worth more than passing mention. Using the book itself, a large pasteboard display designed by a "lifer" in the penitentiary, and a collection of weapons confiscated from prisoners, the designer has created a display that not only attracts attention but captures the bleakness and austerity of prison life. On the bare floor of the window a miniature prison was constructed out of copies of the book, complete to guard-houses around the roof and a wall around the entire building. This is at the left side of the display. In the center is the exhibit of weapons, and at the right the poster display with a card giving the information that it was designed by a prisoner. The crowning touch is the window pane itself, on which strips of black tape are pasted to give the effect of prison bars. Testimonial to the effectiveness of this display is the constant crowd that surrounds it. Warren Wright, formerly of Ball & Wilde, designs the Putnam windows.

Probably the best discussion of general windows can be made through more description. At the Lord & Taylor Bookshop, also in New York, two especially good displays have been running this week. One features "State Fair" and the other the Newbery Prize winner, "Waterless Mountain." The first carries out the feeling of the book itself, which is advertised as "a novel of farm life that is gay," by the use of colored balloons and a highly colored poster of a barker at the fair. The second uses a poster showing two conven-

tionalized medicine men, a photograph of Waterless Mountain and the original plaster model of the medal. In both windows comparatively new books are used and they are arranged in groups at different levels so that the eye of the passerby cannot fail to be caught and held.

The three displays mentioned have all been of single titles. As a rule, if a shop has two windows, one at least should be devoted to a mixed display which will give a cross section of the stock of the store, either on one general subject or of the highlights of the entire stock. The other may be used for special displays such as have been mentioned or for dollar books, special series, or sale stock. Scribner's Bookstore devotes its center window to "classified display" entirely, using garden books one week, dog books the next, books on psychology the third, etc., keeping the form of the display the same through the entire series. One of the side windows carries a selection of the newest books each week and the other is devoted to rare books, bindings, etc. This is very effective.

The mixed display should carry enough varied titles to attract all sorts of people. A selection of the current best-sellers in both fiction and non-fiction, with a sprinkling of bridge books, garden books and, perhaps, dollar books, is found to carry the most appeal. If dollar books are included, they should be plainly marked and the designer must be careful to guard against their giving the impression that all the books on display sell for that price. The public, given the slightest opportunity, will make amazing deductions from a hurried glance at a show window.

And just as we go to press, still another display appears in the Putnam window. It is built around "10,000 Leagues Over the Sea" this time and consists of a collection of curios from savage tribes, tastefully arranged with just enough copies of the book to draw attention. During the first day after its installation the store sold out its complete stock of the book.



Above: This circus window from the Putnam Bookstore is the winner of the bi-weekly \$20 prize. It is a 'noteworthy example of good window design. The designer has the balloons, hoops and balls, together with the books, so arranged as to effect a definite rhythm of line. Below: the runner-up this week is a mystery display from Grant's Bookstore, Utica, which has a very definite interest appeal



Customers' Choice

We are looking forward with interest to the A.B.A. Convention next week. You'd hardly recognize it this year; no entertainment, except for the annual banquet and dance, and no Resolutions Committee! The agenda include "business and business only" and most of the time will be spent in a discussion of methods for improving merchandising methods. It looks as if much should be accomplished.



In spite of the new form, there will be the old familiar faces. Registration is going on apace and although we couldn't find out from the A.B.A. how many booksellers had actually signed up so far, we were assured that the response was gratifying. George W. Jacobs, president of the A.B.A. for the past two years, will be there of course, and will probably speak with feeling about publishers' discounts and returnable stock. Mr. Jacobs has been attending conventions for a long time and is well-known and liked among booksellers.



Frank Magel has signed up, too, and will doubtless have many worthwhile things to say about merchandising. He has been making things hum at the Putnam Bookstore this year and his window displays have been the source of a great deal of admiration.



Brooklyn will be vigorously represented in all discussion on the Convention floor, especially when the talk runs to merchandising, as A. B. Carhart of Rodgers Book Store is an experimenter and usually has facts in hand about the success or failure of his experiments.



The famous Johnson's Bookstore in Springfield has a second generation of Johnsons, and Roger Johnson, nephew of the founder and President, has given his special attention to the reorganization of the book department and has in the last few months established a record for reducing stock and increasing turnover.

The College Bookstore of the University of Pennsylvania has supplied to the College Bookstore Conventions one of the active leaders in Paul B. Hartenstein. The Pennsylvania store has long been run on close business lines, but Mr. Hartenstein has been one of those who has not found trade books one of his active interests.



The Greenwood Book Shop in Wilmington has made its steady way over a number of years, and many people look forward to a chance at the Convention to talk book-selling methods with Alice Steinlein, its founder and proprietor.



The A. B. A. puts its best foot forward in the Joint Committee of Booksellers and Publishers, and one of the far-sighted members of this important Committee is Lewis Traver of Trenton.



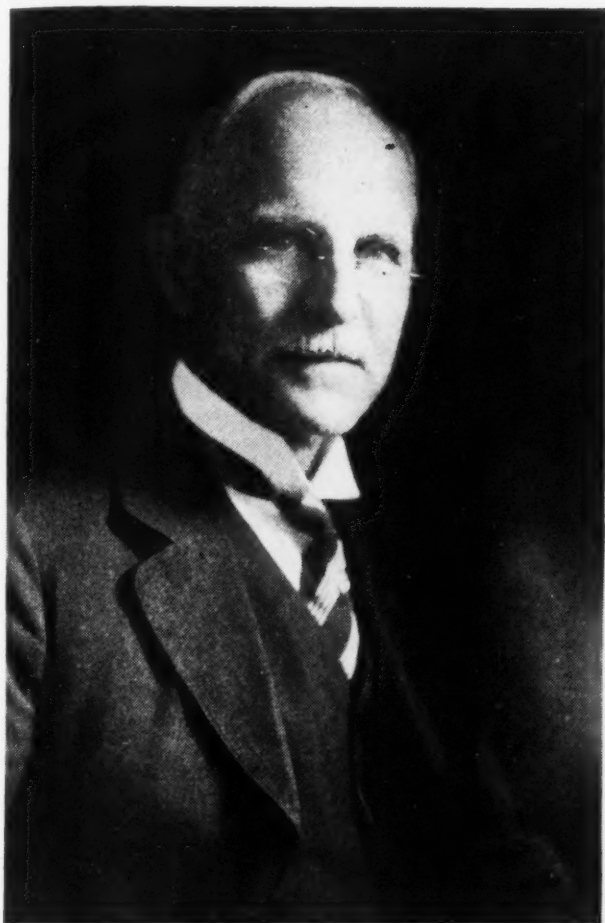
It is not far over to the Pennsylvania Hotel from Fourth Avenue, which makes it certain that Theodore Schulte, dean of the Fourth Avenue bookselling section, will be present. Mr. Schulte has a store that it would be worth while for many dealers to visit, especially if they are interested in a large classified second-hand stock.



A bookseller, in the Southwest, recently handed his orders to two travelers, with the following remarks. "Don't you fellows say anything smart. One of the boys came here last week, and when he looked at his order, asked, how I wanted it shipped. I said, 'well it isn't enough for freight,' and was about to tell him express, when he said, 'Freight nothing, what we need is a carrier pigeon.'"



Out of Denmark's three and a half million people, 35,000 bought copies of Marcus Lauesen's "And Now We Are Waiting For a Ship" during the past few months. A. A. Knopf is going to try to do as well with it in this country.



George W. Jacobs, President of the A.B.A.

We have on our desk Vol. 1, No. 1. of the *Appleton Book Service*, a four-page sheet giving news of books and authors, to be issued regularly as news service for bookstores, libraries and the general public. It takes the place of the *Appleton Almanac*. We like particularly the classifications of books that appear in boxes throughout the paper. "Books for the Home" is one.



In the Southwest people read about the Southwest. Or so reports Mrs. Beryl Brackett, the manager of the Book Department of the Berryhill Office Equipment Co., in Phoenix, Arizona. "Advance orders on 'The Life of Emerson,' and Pitkin's 'Short Introduction to the History of Human Stupidity' with a steady continued sale of 'The Epic of America' 'Only Yesterday' and 'Mourning Becomes Electra'", says Mrs. Brackett "are overshadowed considerably by the sales on the floor of books pertaining to the Southwest, showing that the buying public, with us, is regional conscious, this observation holding good both as to local residents and our

seasonal visitors. Of regional literature the following books consistently hold first place in the category of recent sales with us: "Mexico" by Stuart Chase, "Old Mother Mexico" by Harry Carr, "Wyatt Earp: Frontier Marshal" by Stuart N. Lake, together with the latest word regarding "The Fantastic Clan, the Cactus Family" by John James Thornber of the University of Arizona and Frances Bonker. "Desert Mavericks Caught and Branded" by Eve Ganson has been a best seller with us since its first appearance three years ago, as it combines truthful zoology with the artist's special brand of droll humor in her clear, simple delineation in verse and pictures of who's who on the desert. Now we are busy taking advance orders for a new and slightly larger edition of "Cowboy Campfire Ballads" which the author, George German, manager of a well-known Dude Ranch in the hills nearby, is just now publishing from a Phoenix print shop."



The Washington Centenary, which has attracted thousands of visitors to the Capital, has produced one new guidebook that seems to show selling possibilities, "The Washington Sketch Book" by J. Frederick and Helen Essary which the new publishing firm of Ransdell, Inc., has put out. John D. Stanard, lately with Dutton, has been covering the New York trade for its sale.



Booksellers often turn to newspapers for ideas of new people for their mailing list, new residents or new officers of clubs, etc., but Traver's in Trenton has worked out one of the most practical plans of turning newspaper lists into business. They gather all lists of marriage licenses and send to the newly married couples interesting circular letters describing the best books on cooking, household management, etc. And they find it pays.



V. Bobri's jacket design for "The Story of a Love" (*Dutton*) was the only 1931 book jacket design to receive an Art Director's Club award at the Eleventh Annual Exhibition of Advertising Art, held at the Art Centre in New York recently. Mr. Bobri received 3 of the 27 awards offered.

Price Cutter Fined in Ohio

BECAUSE THE Muir Drug Company of Columbus, Ohio, advertised that "*Muir's are never undersold*" and the Better Business Bureau proved that this was not the case, the Court found Muir guilty of violating the Ohio statutes. This action is the result of the steady pressure of the Better Business Bureaus of the country to clean up in the field of advertising claims. Of the six points on which their national committees are agreed one point reads as follows:

"The use of, participation in, publishing or broadcasting of any statement or representation which lays claim to a policy or continuing practice of generally *underselling* competitors, is an unfair and uneconomic practice."

To prove how uneconomic this is, the Better Business Bureaus would not have to go further than the booktrade, where the distribution of books in the metropolitan area and its suburbs has been handicapped and curtailed by the use of the extravagant claim method of selling.

Dime Novels Revived for Merchandizing Through 5 and 10's

"DIME NOVELS" are about to be revived. Instead of being yellow thrillers of the past, however, they will be full length modern stories, written by well-known authors and well printed on good paper, according to an announcement recently made.

These books which will be merchandised through the 5 and 10-cent stores throughout the country, are the products of Continental Books, Inc., New York City, and are the idea of Edgar Salinger, a perfumery salesman to the 5 and 10-cent stores. They will be $5\frac{1}{8} \times 7\frac{1}{8}$ in size, and will contain about 224 pages of eggshell antique paper with bristol covers. Six new titles will be released approximately every six weeks, the first six including such well known titles as "Circus Parade" by Jim Tully, "The Murder of Cecily Thane" by Harriet Ashbrook and "A Virtuous Girl" by Maxwell Bodenheim. Present arrangements call for a shipment of more than 250,000 books before the release date, it has been announced.

N. A. B. P. Issues Poster

THE NATIONAL ASSOCIATION OF Book Publishers has just issued an attractive new broadside reproducing the list, "Fifty Notable Books of 1931," announced by the American Library Association. These books selected by a distinguished committee are being featured in many bookstores. Booksellers who would like to post this booklist or use the broadside in connection with special displays may secure copies without charge by writing direct to the Association office, 347 Fifth Avenue, New York.

A. L. A. Booklist Summary

THE AMERICAN LIBRARY ASSOCIATION has just summarized its 1931 selections for its *Booklist*, which is so largely used as a guide for purchase, especially among the smaller libraries.

Of the 250-odd books, publishers will immediately be interested to study the selection in order to see how closely their list fitted into this large and stabilized market. In order of numerical success and without reference to the percentage this plays in the publisher's length of list, the following is a list of publishers whose books are included:

Macmillan	35
Doubleday	21
Harper	19
Harcourt	17
McGraw-Hill	17
Houghton	12
Knopf	11
Scribner	10
Century	8
Little, Brown	7
Cape & Smith	6
Coward-McCann	6
Dutton	6
Viking	6
Longmans	5
Wiley	4
Putnam	4
Appleton	3
Bruce Publishing Co.	3
Dodd, Mead	3
Morrow	3
French	3

These 22 publishers account for 80% of the whole.

Communications

DUTTON CATALOG

E. P. Dutton & Co., Inc.

April 12, 1932

Editor, *Publishers' Weekly*:

In your issue of April 9th you published a letter from Mr. Herbert R. Burgess in which he makes a statement "that a very large part of E. P. Dutton & Company's loss of sales on their back list is due to the fact that their catalog is not included in the 'Publishers' Trade List Annual.'" He goes on to state that because of this reason a bookseller has no way of knowing whether a Dutton Book is in print or not.

There is no question in our mind that the "Publishers' Trade List Annual" is a very valuable trade tool. There were, however, good and sufficient reasons why our catalog was not included in the Annual last year, and before coming to this decision we conferred with some of the most prominent and representative booksellers as well as with the N.A.B.P. and the A.B.A.

Due to the fact that we had a large quantity of our 1930 Catalog left over and due to the fact that the printing of a new catalog simply for inclusion in the Annual amounted to a very large sum of money, we felt with conditions as they were this money could be better expended in other ways for the promotion of our books. What seemed to be the best course of action under the circumstances was to make a Supplementary Catalog with all the necessary changes which would bring the 1930 Catalog up to date. At the time we took special pains to explain to the trade by means of a circular letter why the Dutton Catalog would not be included in the Annual.

Due to the fact that booksellers buy this catalog from the R. R. Bowker Company, possibly they do not realize the expense a publisher is put to in including his catalog in this Annual. The larger the publisher's list, the more expensive it is. The Dutton Catalog will be included in the Annual this year just as it always has been included in the past with the one exception of last year.

Very truly yours,

JOHN MACRAE, JR.,
Vice President.

LOST—On May 10th, a vellum manuscript scroll, 5" wide and over 3 yards long. The text is Latin and it is illustrated. Please report any information to Duttons, Inc., 681 Fifth Ave., New York City. PLaza 3-7400.

DISPLAY ROOM

321 N. 63rd Street,
Philadelphia, Pa.Editor, *Publishers' Weekly*:

The suggested Display Room idea on page 651 of the February 6, 1932 issue of the *Weekly*, is excellent. When I was president of the Philadelphia Booksellers Association I mentioned such a thing for Philadelphia, where it could be worked out successfully and create a demand for books—I organized and was the first President of the St. Louis Booksellers Association, where we entertained Sir Oliver Lodge, Temple Bailey, Harold Bell Wright, Edgar Guest and others to address us—we featured their books in every store window, and we sold hundreds of copies—this idea elaborated could be carried out this fall in Philadelphia, and with the public invited, would result in extra sales for all publishers. I am sure the publishers would cooperate, also the authors, Literary Clubs, Guilds and other organizations. The same set up could be carried out in other large cities and result in increased interest in authors and books.

I will be pleased to hear from others on this subject.

ALBERT B. HUGHES.

FRAUD?

Editor, *Publishers' Weekly*:

A man identifying himself rather definitely as Eric E. Verrill, an author, and the son of the well-known author A. H. Verrill, has attempted in Cleveland to cash checks which the bank reports "no account."

Sincerely,

HARRY V. KORNER.
New York City.

Obituary Notes

CHARLES H. FORT

CHARLES H. FORT, author of many books which attacked the orthodox theories of science, died on May 3rd of heart disease in the Royal Hospital, Bronx, N. Y. He was fifty-seven years old. Mr. Fort had suffered from acute enlargement of the heart for nearly a year, but his distrust of science, and his disbelief in the practicability of physical treatment led him to refuse medical care.

In the four astonishing books that he produced, Mr. Fort discussed all that was scientifically inexplicable. His files contained records of more than 200,000 occurrences neglected or unexplained in any conclusive way. Mr. Fort was born in Albany, where he received a high school education. The three books which were published are "The Book of the Damned," "New Lands," "Lo!" His first book, "X" was never published, and "Wild Talents" will be brought out posthumously by Claude Kendall in June.

J. J. ENGLISH, JR.

JOSEPH JACKSON ENGLISH, JR., long known as "the dean of Virginia book men," died on April 25th at his home in Richmond, in his eighty-third year. An active figure in the book business for more than sixty years, Mr. English started in 1866 in the firm of Randolph & English. After they went out of business, he became associated with the Bell Book and Stationery Company where he remained for nearly forty years. Mr. English is survived by two daughters and four sons.

SETH WESTCOTT MOYLE

SETH WESTCOTT MOYLE, who was one of the leading literary agents in New York thirty years ago, representing Sir Gilbert Parker, Sir Arthur Conan Doyle, Rex Beach, Rupert Hughes and other prominent authors, died suddenly on April 25th of a heart attack at his home in Astoria, L. I. He was fifty-two years old. Since he ceased to act as representative of writers some years ago, Mr. Moyle had been engaged in a variety of enterprises. At his death he was vice-president of the American Business Builders.

Business Notes

ALBANY, N. Y.—Kimball Bros., formerly at 50A Columbia Street, have moved to 33 South Lake Ave. where they will confine their stock to old and rare books.

BOSTON, MASS.—DeWolfe & Fiske Co. of 2 Park Street has added a circulating library managed by Mrs. Ida Emery Cooke.

BUFFALO, N. Y.—The United Map Corporation, 371 West Ferry Street, has reorganized the business of the old Consolidated Map Corporation. Cyrus Coffman is president of the new corporation and Arthur J. Utz is vice president. The company is a large distributor of picture, literary and decorative maps, and has been canvassing for the illustrated maps published by the R. R. Bowker Company as well as for many types of globes, atlases, etc. Mr. Coffman is now covering the booktrade throughout the United States with the firm's line.

CHICAGO, ILL.—The Reilly & Lee Company has moved from 536 Lake Shore Drive to 325 West Huron Street.

FLORAL PARK, L. I.—Supplementing the note about Eichert and Halliwell which appeared in the April 16th issue, the business at 78 Terrace Ave. will be continued by George Eichert under his own name. Norbert Halliwell can be reached at 29 Fuller Ave.

FLOSSMOOR, ILL.—The Flossmoor Little Shop, at Central Drive, has added a circulating library. Phoebe Jacobus is manager of the shop.

GLEN COVE, L. I.—Mrs. Richard A. Kimball and Mrs. Charles A. Payson of Young Books, Inc., New York City, have opened a branch store at 123 School Street. The shop will have a large stock of juveniles, games, toys, as well as books for adults and a circulating library for children and grown-ups. It will also carry Jig Saw Puzzles, stationery, greeting cards and antiques. Mrs. Richard Tucker and Mrs. Sara Clacher, formerly of Dutton's, Inc., Glen Cove, which closed on May 7th, will take charge of this new shop. Mrs. Kimball will do the purchasing for the new shop from New York.

HOLYOKE, MASS.—The Treasure Chest has moved from Northampton Street to 313 Appleton St.

KEY WEST, FLA.—Roberts' Book Store at Duval St. has been sold to Aquilino Lopez.

KNOXVILLE, TENN.—Shannon Book Store at 625 S. Gay St. has been sold to the Rev. R. R. Ray and the firm name has been changed to the Knoxville Book Store. The shop will specialize in religious and legal books and will be managed by W. F. Ray.

LEXINGTON, KY.—Mrs. Viola Hancock and Mrs. Frances M. Sargeant have opened the Little Book Shop in the Chimney Corner Building.

LOS ANGELES, CAL.—The Satyr Book Shop at 3929 Wilshire Boulevard, a branch of the Satyr Book Shop, Hollywood, has been discontinued. The stocks of the two stores will be consolidated at the Hollywood store, and a clearance sale will be held beginning May 1st.

MARION, OHIO.—The Henry Ackerman Piano Company has opened a circulating library at 148 South Main Street. Requests publishers' catalogs and announcements.

MINNEAPOLIS, MINN.—S. E. Clarice Bradford will open a book shop at Harvard St. and Washington Ave. on May 15 under the name of the "U" Trading Post. The capital invested is \$2,500 and the shop will deal in textbooks and college supplies. Miss Bradford has had eighteen years experience in selling textbooks at The Perine Book Co.

NEW YORK CITY.—Irving I. Slevins has taken over Joan Peters Books at 60 Greenwich Street and the shop will now be known as The Greenwich Book Shop.

NEW YORK CITY.—George S. Lee & Company, Inc., publishers of maps, graphs and charts, at Rutherford, N. J., have opened a sales office at 100 Fifth Avenue. They have been engaged in the editing, drafting and publishing of maps for three years in their office at Rutherford. That office will now include the editing and drafting departments in charge of Maurice F. Way while the sales will be handled by George S. Lee, Jr., at the New York City address.

NEW YORK, N. Y.—Samuel Scheinbaum, formerly a director of the Parnassus Co. Inc., has reentered the wholesale

book business, under the name of Camelot Books at 325 Fifth Ave. Mr. Scheinbaum is the exclusive American agent for the Fortune Press, Ltd. of London. The following travelers will represent Camelot Books: J. C. Hill—west of Chicago and the Coast; M. Nass—New York City and Atlantic seaboard; A. Scheinbaum—Eastern states.

PERU, INDIANA.—Harry E. West has retired from the West & Stevens Bookstore at 74-76 N. Broadway. The firm will continue under the direction of Jesse T. Stevens.

RIDGEFIELD, N. J.—Charles Jacobi has opened a bookshop at 564 Broad Avenue. He requests catalogs, price lists from publishers and quotations for sets of books suitable for circulating library purposes.

STOCKTON, CAL.—The Harvard Bookstore has been opened at 2 N. Sutter St. with Walter Rice as manager. This shop is a branch of the main store at 126 E. Weber Ave.

WAYNESBORO, PA.—Valentine's, a bookstore dealing in books, magazines and stationery was opened at 128 Hamilton Ave. by W. H. Valentine.

WHITE PLAINS, N. Y.—J. J. Sperans has opened a bookshop at 175 Main Street under the name of the Sperans' Book Shop. The shop has general books for sale, and will particularly specialize in law books.

WORCESTER, MASS.—The J. I. Williams Co., at 39 Pearl St. which was sold at auction in February has now been entirely reorganized with the following officers: Louis Long, president; Sylvia Amiot, treasurer; Irene Pinson, director. Sylvia Amiot is the bookstore manager, and the firm name has been changed to the Williams Book Store, Inc.

Changes in Price

AVENTINE PRESS

Hoover: "A Boyhood in Iowa," Ltd. ed. now \$5.00.
Crockett: "Old Waldorf Bar Days," now \$2.50.

OXFORD UNIVERSITY PRESS

Kantorowicz's "The Spirit of British Policy" reduced to \$4.75.

CHARLES SCRIBNER'S SONS

Dowd's "Important People" from \$6 to \$5.
Flagg's "Small Houses" is now out of print.

SIMON AND SCHUSTER, INC.

On and after May 10th "A Short Introduction to the History of Human Stupidity" by Walter B. Pitkin will retail for \$5 instead of \$3.50.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Acheson, Sam Hanna

Joe Bailey, the last Democrat. 436p. (4p. bibl.) front. (por.) O c. N. Y., Macmillan \$2.50

A biography of the late Senator Bailey of Texas who was one of the most conspicuous and influential Democrats in official life at Washington from 1890 to 1912.

Aron, Harold Guthrie

Respectfully submitted; a brief for the present right of man to attain through justice his own true and substantial happiness. 366p. O c. East River, Conn., Georgic Press

flex. fab., \$1

The first publication of a new firm which will publish books of sociological, economic, and legal interest.

Ashley, Nell

Co-respondent. 288p. D c. N. Y., Watt \$2

A novel dealing with the problem of a woman of conventional ideals whose love takes her outside the marriage bounds.

Ashton, Helen, pseud. [Mrs. Helen Rosaline Jordan]

A background for Caroline. 312p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Bacheller, Irving Addison, and Kates, Herbert S.

Great moments in the life of Washington. 159p. il., maps Q [c.'32] [N. Y.] Grosset \$1

Pictures and short descriptions of the most significant events in George Washington's life. For boys and girls.

Bailey, Henry Christopher

Case for Mr. Fortune. 308p. D (Crime club) [c.'32] Garden City, N. Y., Doubleday \$2

Eight cases solved by Reggie Fortune. The Crime Club selection for May.

Bandas, Rev Rudolph G.

Contemporary philosophy and Thomistic principles. Milwaukee, Bruce Pub. Co. \$4.50

Bauer, George Neander, and Brooke, William Ellsworth

Plane and spherical trigonometry; 3rd rev. ed. [with tables]. 394p. diagrs. D [c.'32] Bost., Heath \$2

Bauer, Ludwig

War again tomorrow; tr. by W. Horsfall Carter. 314p. D [c.'32] N. Y., Duffield & Green \$2

The author prophesies the collapse of civilization unless large scale political and economic planning is adopted.

Beard, Charles Austin

A charter for the social sciences in the schools. 134p. D (Report of Commission on Social Studies, pt. 1) [c.'32] N. Y., Scribner \$1.25

Bernard, J.

Fly-dressing; with over five hundred patterns of standard trout and grayling flies, used in all countries. 199p. il. (col.), diagrs. D [c.'32] N. Y., Scribner \$2.50

Blair, Mrs. Margaret Josephine

Health and beauty for women. 134p. il. D '32 c. '23 Milwaukee, Caspar, Kreuger, Dory Co. \$1.90

Bogoslovsky, Christina Staël von Holstein

The educational crisis in Sweden, in the light of American experience. 315p. (33p. bibl.) diagrs. O c. N. Y., Columbia Univ. Press \$3.50

A short history of Sweden's educational development and an examination of the part American theory and practices have played in the past and the probable influence they will have in the future in the present crisis in Sweden for educational reform.

Boswell, James

The journal of James Boswell, 1777-1779; at Ashbourne with Dr. Johnson, September, 1777; in Scotland, Carlisle and London, September, 1777-September, 1779; Uxoriana and letters [lim. ed.]. 324p. il. F (Private papers of James Boswell, 13) c. [N. Y., Rudge] bds., bxd., \$900, set

The journal of James Boswell, 1779-1781; David Boswell's return to Scotland, June, 1780; jaunt to London, spring, 1781; letters [lim. ed.]. 282p. il. F (Private papers of James Boswell, 14) c. [N. Y., Rudge] bds., bxd., \$900, set

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Bovée, Arthur Gibbon, and Wavrinek, Julien J. eds.

Aventures par la lecture; contes, comédies, et civilisation française. 493p. il., maps D [c.'32] N. Y., Harcourt \$1.72

Brady, Alexander

Canada. 381p. (2p. bibl.) maps O (Modern world ser.) '32 N. Y., Scribner \$5

A study of the political, economic and social development of Canada by an associate professor of political science at the University of Toronto.

Brant, John, and Renaud, Edith

True story of the Lindbergh kidnapping. 275p. il. D [c.'32] N. Y., Kroy Wen Publishers, Inc., 697 E. 219th St. \$2

An account of the known facts in the Lindbergh kidnapping case.

Brown, Sterling A.

Southern road; poems [introd. by James Weldon Johnson]. 150p. il. D [c.'32] N. Y., Harcourt bds., \$2

Poems of Negro life by a young Negro poet.

Brown, Walter C.

Laughing Death. 317p. D c. Phil., Lippincott \$2

A tale of murder and opium-running in underground Chinatown.

Bruette, William Arthur

Modern dogs; their standards, care, feeding, breeding, training and treatment. 252p. il. D c. N. Y., Watt \$2

The author is editor of *Forest and Stream*.

Bureau of Business Practice

Correspondence knacks. 128p. il. Q c. Chic., Author, 201 N. Wells St., flex. fab., \$2

The fundamentals of letter writing analyzed and classified for ready reference and practical every-day use.

Burroughs, Edgar Rice

Jungle girl. 318p. il. D [c.'31, '32] Tarzana, Cal., E. R. Burroughs \$2

The adventures of Gordon King in the savage jungle of Cambodia.

Cabbage, John

Eight bells [verse]. 96p. O '32 N. Y., Parnassus Press \$2

Carr, John Dickson

It walks by night. 328p. front. (diagr.) D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Cassel, Gustav

The theory of social economy; tr. by S. L. Barron; new rev. ed. 716p. (bibl. footnotes) diags. O [32] N. Y., Harcourt \$5

Chadourne, Marc

China; tr. by Harry Block; il. by Miguel Covarrubias. 308p. il., map O [c.'32] N. Y., Covici-Friede \$3

A study by a Frenchman of Chinese life and problems which won the Prix Gringoire for 1931.

Chapman, John Jay

New horizons in American life. 50p. O c. N. Y., Columbia Univ. Press buck., \$1.50

Two essays, "Our Universities" and "Trends in Popular Thought."

Clayton, Joan

One girl's morals; the romance of a dime-a-dance girl. 244p. D (Popular copyrights) [c.'32] N. Y., Grosset 75 c.

Coffin, Mrs. Kay

The A B C's of the Official System of contract bridge, and the play of the hand. 90p. T [c.'32] Ind., Bobbs-Merrill fab., \$1

Cohen, Percy

The British system of social insurance; history and description; introd. by Rt. Hon. Neville Chamberlain. 278p. O '32 N. Y., Columbia Univ. Press \$3.50

A handbook for social workers and politicians.

Cole, George Douglas Howard, and Cole, Margaret Isabel Postgate [Mrs. George Douglas Howard Cole]

Dead man's watch. 317p. D (Crime club) [c.'31, '32] Garden City, N. Y., Doubleday \$2
Superintendent Wilson of Scotland Yard finds the murderer of the man whose body was discovered in a Devonshire creek.

Abbot, C. G., and others

Annals of the Astrophysical Observatory of the Smithsonian Institution; v. 5. 304p. (2p. bibl.) il., diags. F '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. apply

Aiken, Pauline

The influence of the Latin elegists on English lyric poetry, 1600-1650, with particular reference to the works of Robert Herrick. 115p. (bibl.) O (Univ. of Me. studies, 2nd ser., no. 22) '32 Orono, Me., Univ. of Me. Press bds. \$1; pap., 50 c.

Aikens, Charlotte A.

Home nurses handbook; 5th ed., rev. 331p. il. D '32 Phil., Saunders \$2

American bankruptcy reports; new ser., v. 18; ed. by Fred E. Rosbrook. 822p. O '32 Albany, N. Y., M. Bender buck. \$6

Arnold, F. T.

The art of accompaniment from a thorough-bass, as practised in the seventeenth and eighteenth centuries [music]. 939p. Q [32] N. Y., Oxford \$40

Bartlett, Edmund Hobart

Local government in Penobscot County. 82p. (2p. bibl.) map, diags. O (Univ. of Me. studies, 2nd ser., no. 21) '32 Orono, Me., Univ. of Me. Press bds. 75 c.; pap., 35 c.

Bateman, Newton

Abraham Lincoln; an address; 2nd ed. [lim. ed.]. 25p. O c. [Los Angeles] H. E. Barker, 1922 S. Hobart Blvd. pap. apply

Beeman, Howard N.

Veterinary obstetrics and zootechnics. 131p. (bibl.) D c. Wash., D. C., Amer. Remount Ass'n \$2.50

Binkley, W. E.

Problems and exercises in American government; national, state, municipal and local; 5th ed., rev. 110p. (bibls.) O '32, c. '27-'32 Ada, O., Author pap. 75 c.

Booklist books, 1931; a selection. 58p. O '32 Chic., Amer. Lib. Ass'n pap. apply

Children's reading; a study of voluntary reading of boys and girls in the United States; report of the Subcommittee on Reading. 101p. (bibls.) O (White House Conference on Child Health and Protection, section 3, Educ. and training) [c.'32] N. Y., Century pap. apply

Coble, Mary Ferguson, and Life, Cora Smith

Introduction to ornithological nomenclature. 96p. D [c.'32] Los Angeles, Wm. B. Straube Pr. Co., 1412 W. 12th St. pap. \$1

Coolidge, J. L.

A treatise on algebraic plane curves. 537p. O [32] N. Y., Oxford \$10

Conn, Herbert William

Bacteria yeasts and molds in the home; 3rd rev. ed. by Harold J. Conn. 328p. il., diagrs. D [c.'03-'32] Bost., Ginn \$1.60

Cox, Euan Hillhouse Methven, ed.

The gardener's chapbook. 267p. il. D ['32] [N. Y., Dutton] \$2

An anthology of garden verse and prose, and a wealth of information on practical gardening.

Cozens, Frederick W.

Problem manual in physical education measurements. 166p. '32 Phil., Saunders \$2.25

Craig, Gerald Spellman, and Baldwin, Sara E.

Out-of-doors. 274p. il. (pt. col.) D (Pathways in science, bk. 2) [c.'32] Bost., Ginn 76 c.

Our wide, wide world. 313p. il. (pt. col.) D (Pathways in science, bk. 3) [c.'32] Bost., Ginn 76 c.

Craig, Gerald Spellman, and Hurley, Beatrice Davis

The earth and living things. 316p. il. (pt. col.) maps (pt. col.) D (Pathways in science, bk. 4) [c.'32] Bost., Ginn 76 c.

Craigie, Hamilton

The longhorn trail. 249p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Culbertson, Ely

The 1932 World Bridge Olympic hands, completely analyzed with an outline of contract bidding and leads. 96p. O c. N. Y., Bridge World \$1

Analysis of sixteen famous hands in bridge history.

Daryush, Mrs. Elizabeth Bridges

Verses; 2nd bk. 71p. D '32 [N. Y.] Oxford bds., \$1.75

Dawson, Coningsby William

The auctioning of Mary Angel. 303p. D (Popular copyrights) [c.'30] [N. Y., Grosset] 75 c.

Edginton, May [Mrs. Francis Evans Bailly]

Call her Fannie. 305p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Edwards, Leo

Jerry Todd, caveman. 283p. il. D (Jerry Todd ser.) [c.'32] N. Y., Grosset 50 c.

Elliott, Ben G., and Consoliver, Earl L.

The gasoline automobile; 4th ed. 605p. il. O (Univ. of Wis. extension texts) '32 N. Y., McGraw-Hill \$3

Ellis, George

Modern practical stairbuilding and hand-railing; for the use of workmen; builders, architects, and others. 264p. il., diagrs. Q ['32] Phil., Lippincott \$7.50

Faulkner, William

Salmagundi; and a poem by Ernest M. Hemingway [lim., numbered ed.]. 53p. front. (por.) O c. Milwaukee, Casanova Press

pap., \$3, bxd.

All of these articles and poems, with one exception, have appeared previously in *The Double Dealer*, a magazine formerly printed in New Orleans.

Fisher, Anne

Look what brains can do! 128p. il. D c. Monterey, Cal., W. T. Lee Co., 584 Polk St. bds., \$1

The amusing adventures of Fleeta, daughter of Washington's principal bootlegger.

Fletcher, Joseph Smith

Behind the monocle, and other stories. 312p. D (Popular copyrights) [n.d.] N. Y., Grosset 75 c.

Frost, Lesley

Murder at large. 238p. D [c.'32] N. Y., Coward-McCann \$2

David Whittaker, after having his death sentence pronounced by a doctor, devises a plan by which he will be murdered but his unusual idea causes such terror that it leads to many murders.

Fülöp-Miller, René

The power and secret of the Jesuits; tr. by F. S. Flint and D. F. Tait. 537p. (24p. bibl.) il. O (Star b'ks) [c.'30] Garden City, N. Y., Garden City Pub. Co. \$1

Gage, Simon Henry

The microscope; ultra-violet ed. (15th ed., rev.). 597p. (11p. bibl.) il., diagrs. O '32, c.'08-'32 Ithaca, N. Y., Comstock Pub. Co. \$4

Gilson, Charles James Louis

Wild metal. 360p. D [c.'32] Ind., Bobbs-Merrill \$2.50

This story of David Haynes' childhood in England during the last part of the 19th century, of his love and that of his cousin Charles for Janet, ends on the battlefields of France.

Graham, Carroll, and Graham, Garrett

Whitey; the playboy of "Queer People" runs riot in Manhattan. 274p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Greenberg, Jacob, and Klafter, Simeon H.

Elements of German; first year. 310p. il., map D [c.'32] Garden City, N. Y., Doubleday \$1.20

Dawson, Miles Menander, ed.

The wisdom of Confucius; a collection of the ethical sayings of Confucius and of his disciples. 63p. T [c.'32] Bost., Internat'l Pocket Lib. pap. 25 c.

Denholm-Young, N.

Cartulary of the mediaeval archives of Christ Church [Oxford University] 280p. O ['32] N. Y., Oxford \$7

Dienes, P.

An introduction to the theory of functions of a complex variable. 562p. O (Taylor ser.) ['32] N. Y., Oxford \$7.50

Foote, Dr. John A., ed.

State board questions and answers for nurses; 10th ed., enl. 1024p. O '32 Phil., Lippincott \$3.50

Furry, Margaret S.

Some physical properties of starch pastes which affect their stiffening power on fabrics. 18p. (bibl.) il., diagrs. O (U. S. Dept. of Agri., technical bull. no. 284) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Garnsey, C. E.

Dosage and solutions; 2nd ed., rev. by Mabel L. Zerbe. 141p. '32 Phil., Saunders \$1.25

Gifford, E. W.

The Northfork Mono. 65p. (bibl.) il., maps, diagrs. Q (Univ. of Cal. pub'ns in Amer. archaeology and ethnology, v. 31, no. 2) '32 Berkeley, Cal., Univ. of Cal. Press pap. \$1.25

Gilmartin, John G.

Gilmartin's Vocabulary-building and practical English course; pt. 1. 80p. O '32 N. Y., Prentice-Hall pap. 48 c.

Grill, George Walter

The minutes of a board of education; a handbook for public-school executives. 215p. D [c.'32] Milwaukee, Bruce Pub. Co. \$3

Grundy, John Brownsdon Clowes

Longmans' modern method French; bk. 1. 208p. il. D '32 N. Y., Longmans 90 c.; in 2 pts., flex. cl., 60 c. ea.

Hale, William Harlan

Challenge to defeat; modern man in Goethe's world and Spengler's century. 209p. O [c.'32] N. Y., Harcourt \$2.50

A challenging study, by a young American, of the trends, problems and possibilities in modern literature and life in 1932 in their relation to Goethe's and Spengler's century.

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The party dress. 343p. D (Popular copyrights) [c.'29, '30] N. Y. [Grosset] 75 c.

Heseltine, G. C.

Great Yorkshiremen. 310p. il. O '32 N. Y., Longmans \$5

Studies of twelve Yorkshiremen, of national as well as local interest, and representative of different periods and professions.

Hodgkin, Henry Theodore

Living issues in China. 223p. (7p. bibl.) map D [c.'32] N. Y., Friendship Press \$1; pap., 60 c.

A consideration of the many problems facing modern China, by one who has spent many years in the country in missionary work.

Holt, Henry

The Wolf; an Inspector Silver mystery. 318p. D (Crime club) [c.'32] Garden City, N. Y., Doubleday \$2

The Paris Sûreté and Scotland Yard were both interested in the identity and affairs of the Wolf whose trail of murder touched Paris, London and Monte Carlo.

Hopper, De Wolf, and Stout, Wesley Winans

Reminiscences of De Wolf Hopper; once a clown always a clown. 245p. il. O (Star b'ks) [c.'25-'27] Garden City, N. Y., Garden City Pub. Co. \$1

Howland, Josephine

Think of me; a few inspirational poems. 30p. D [c.'32] Bost., Christopher Pub. House \$1

Hurst, Fannie [Mrs. Jacques S. Danielson]

Symphony of six million; a novelization by John Adams of the screen story [il. with

scenes from the photoplay]. 247p. D (Copyright fiction) [c.'32] N. Y., Burt 75 c.

Hurst, Vida

Glittering sham. 282p. D (Popular copyrights) [c.'32] N. Y., Grosset 75 c.

Howell Sheffield, a young man most attractive to the ladies, tries his luck in Hollywood after the death of his father.

James, Rian

Love is a racket. 266p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Jellicoe, G. A.

Baroque gardens of Austria. 95p. (bibl.) il., maps, diagrs. F '32 N. Y., Scribner buck., \$25
A descriptive study of fine examples of Austrian Baroque garden art, illustrated with photographs and garden plans.

Johns, Ralph Leslie

Business letters; functions, principles, composition. 347p. il. O [c.'32] N. Y., Gregg Pub. Co. \$1.40

Johnston, William Andrew

"Limpy," the boy who felt neglected; photoplay title, When a feller needs a friend; il. with scenes from the photoplay. 334p. D (Popular copyrights) [c.'17] N. Y., Grosset 75 c.

Keene, Carolyn

The clue in the diary. 206p. il. D (Nancy Drew mystery stories) [c.'32] N. Y., Grosset 50 c.

Kirkham, John Edward

Highway bridges; design and cost. 395p. il. O '32 N. Y., McGraw-Hill \$4

Kohler, Eric L., and Pettengill, Paul W.

Principles of auditing; new 3rd ed. 461p. il. D '32 N. Y., McGraw-Hill \$5; textbk. ed., \$4

Landon, Louise, pseud. [Mrs. Louise Platt Hauck]

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Lawson, James Gilchrist

That reminds me; one thousand new humorous anecdotes collected from many sources and arranged topically. 248p. D c. N. Y., Long & Smith \$2

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The Lonesome swamp mystery. 270p. il. D (Hal Keen mystery stories) [c.'32] N. Y., Grosset 50 c.

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A study of the rat's behavior in a field; a contribution to method in comparative psychology. 12p. (bibl.) diagrs. O (Univ. of Cal. pub'n's in psych., v. 6, no. 1) '32 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Hillson, Nathaniel J.

Leads and defensive play at contract bridge. 27p. S [c.'32] Los Angeles, Pacific Coast Bridge Inst., 675 S. Vermont Ave. pap. 50 c.

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Factors relating to the establishment and maintenance of junior colleges, with special reference to California. 100p. (2p. bibl.) Q (Univ. of Cal. pub'n's in educ.; v. 6, no. 6) '32 Berkeley, Cal., Univ. of Cal. Press pap. \$1.25

Kathrens, Richard D.

The menace of the millionaire; or, If I had a million. 69p. D [c.'14, '32] Los Angeles, N. V. Wade Co., 1350 W. 43rd St. pap. 50 c.

Krechevsky, I., and Honzik, C. H.

Fixation in the rat. 12p. (bibl.) diagrs. O (Univ. of Cal. pub'n's in psych., v. 6, no. 2) '32 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Link, George K., and Ramsey, Glen B.

Market diseases of fruits and vegetables: potatoes. 63p. (10p. bibl.) il. (pt. col.) O U. S. Dept. of Agri., misc. pub'n no. 98) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 30 c.

Littlefield, Henry Wilson

An outline of the history of Europe, 1815 to 1932 (with maps). 201p. (2p. bibl.) D (College outline ser.) [c.'32] N. Y., Barnes & Noble pap. 75 c.

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Escape. 311p. D (Crime club) [c.'32] Garden City, N. Y., Doubleday \$2

Peter Craven believed in the innocence of the girl whom he found with the body of a murdered man in an apparently empty house, and himself, a fugitive from the police, carried the body halfway across London, where he left it only to find on his return the same dead man.

MacGrath, Harold

The Blue Rajah murder. 304p. D (Popular copyrights) [c.'29,'30] [N. Y., Grosset] 75 c.

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Dorothy Wordsworth; the early years. 452p. (37p. bibl.) il. O '32 N. Y., Viking \$5

A portrait of William Wordsworth's sister who befriended the leading writers of her day.

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American government; a consideration of the problems of democracy; new enl. ed. 789p. (bibls.) il., maps, diagrs. D [c.'32] Bost., Allyn & Bacon \$1.80

Mahr, August Carl, ed.

The visit of the "Rurik" to San Francisco in 1816 [lim. ed.]. 194p. (bibl.) il. O (Stanford Univ. ser. hist., economics and political science, v. 2, no. 2) '32 Stanford Univ., Cal., Stanford Univ. Press \$2; pap., \$1.50

Merritt, George Franklin

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Nabil

The dawn-breakers; Nabil's narrative of the early days of the Bahá'i Revelation; tr. and ed. by Shoghi Effendi. 748p. il. (pt. col.), map O [c.'32] N. Y., Bahá'i Pub. Committee fab., \$7.50

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Seed. 436p. O (Copyright fiction) [c.'30] N. Y., Burt 75 c.

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Oglesby, Catharine

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Practical information for college graduates, girls with high school or grammar school education, and older women, about the various business opportunities that are open to women in America, by an associate editor of the *Ladies' Home Journal*.

Okland, Dr. F.

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An outline of our present scientific knowledge on sex-determination, written for the layman.

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The love books of Ovid. 239p. il. O (Universal lib.) [c.'32] N. Y., Grosset \$1

Paracelsus, Theophrastus, bombast von Hohenheim

The life and doctrine of Philippus Theophrastus, Bombast of Hohenheim, known by the name of Paracelsus; tr. and ed. by Franz Hartmann; 4th ed. 367p. front. (por.) D '32 N. Y., Macoy Pub. & Masonic Supply Co. \$2.50

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After divorce? 284p. D c. N. Y., Watt \$2
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Pettit, Ethel [Mrs. Arthur Somers Roche]

The rich are always with us; il. with scenes from the photoplay. 314p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

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The love debt; a love story. 254p. D [c.'32] N. Y., Chelsea House 75 c.

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Spook crooks! exposing the secrets of the prophet-eers who conduct our wickedest industry. 300p. front. (por.), diagrs. O [c.'32] N. Y., Burt \$1

A description of the tricks used by fortune tellers, fake spirit mediums and astrologers.

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The first printing in Alberta [lim. ed.]. 11p. O '32 Chic. [Eyncourt Press] pap. 50 c.

Merriam, Charles E.

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Nutting, Herbert C.

On the adnominal genitive in Latin. 62p. (bibl. footnotes) O (Univ. of Cal. pub'ns in classical philology, v. 10, no. 10) '32 Berkeley, Cal., Univ. of Cal. Press pap. 65 c.

Papers of the Bibliographical Society of America (The); v. 26, pts. 1 and 2, 1932 [lim. ed.]. 176p.

(bibl. notes) O [c.'32] Chic., Univ. of Chic. Press pap., subscription

Parker, J. R., and others

How to control grasshoppers in cereal and forage crops. 16p. il., diagr. O (Farmers' bull. no. 1691) ['32] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

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Technology and big business. 9p. O (Economics ser. lecture no. 27) c. [Chic.] Univ. of Chic. Press pap. apply

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Rost, Ida S.

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The diamond feather. 309p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

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Word pictures in the New Testament; v. 5, The Fourth Gospel, The Epistle to the Hebrews. 478p. (5p. bibl.) O c. N. Y., Long & Smith \$3.50

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Roman holiday. 288p. D (Popular copyrights) [c.'31] N. Y. [Grosset] 75 c.

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A history of Lafayette College from its opening in 1832 to the conclusion of the administration of Dr. John Henry MacCracken in 1926.

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A knight of the Cross [biography of Theodore Dehon Smith, Father Maurice of St. Joseph]. 219p. il. (pors.) D [c.'32] Milwaukee, Bruce Pub. Co. \$3

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The truth which makes us free [religion]. 106p. S '32 St. Louis, Concordia Pub. House 60 c.

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A planned society. 304p. (4p. bibl.) D c. N. Y., Macmillan \$2.50

An editor of the *New Republic* discusses the possibility of a new type of social order.

Ruckmick, Christian A., and Travis, Lee Edward, eds.

University of Iowa studies in psychology; no. 15. 310p. (bibls.) il., diags. O (Psych. monographs, v. 43, no. 1, whole no. 194) '32 Princeton, N. J., Psychological Review Co. pap. \$3.75

Schaeffer, Samuel Carlyle

Abraham Lincoln, his destiny and religion. 16p. front. (por.) S [n. d.] Cardiff-by-the-Sea, Cal., Author pap. apply

Shamel, A. D., and others

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Sheldon, Muriel Inez

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the Calumet region. 265p. (bibl. footnotes) maps (col.) O (Univ. of Cal. pub'ns in economics, v. 7, no. 2) '32 Berkeley, Cal., Univ. of Cal. Press pap. \$3

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Effects of punishment and of reward. 6p. O (Psych. ser. lecture no. 26) c. [Chic.] Univ. of Chic. Press pap. apply

Thorndike, Edward L., and others

Industrial psychology. 36p. (bibl.) il., diags. O (Nat'l Advisory Council on Radio in Educ., listener's notebk. no. 6) c. Chic., Univ. of Chic. Press pap. 25 c.

Upton, Clifford B.

Arithmetic workbook; nos. 1 and 2; with diagnostic tests, remedial work, and new features in problem solving. 160p., ea. O [c.'32] N. Y., Amer. B'k pap. 24 c., ea.

White, Frank

White on corporations; v. 8, Non-stock corporations, by Francis Kelliher. 578p. O '32 Albany, N. Y., M. Bender fab. \$7.50, subscription

Spahr, Walter Earl, ed.

The economic foundation of business; 2 v. 664p.; 632p. (bibls.) diagrs. O c. N. Y., Long & Smith \$8, bxd.

Articles on the basic economic facts and principles which underline American business, written by sixteen economists for the business man and the general reader.

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A history of the Syndicate and a study of the economic and social results of its methods.

Sullivan, Major-General John

Letters and papers of Major-General John Sullivan; v. 2, 1778-1779; ed. by Otis G. Hammond. 577p. il. O '32 Concord, N. H., N. H. Historical Soc. \$10

Sutherland, Joan [Mrs. Richard Kelly]

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"The Hairy Arm," "Blue Hand," and "The Sinner Man."

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Lipstick girl; a romance of a little beauty. 309p. D (Popular copyrights) [c. '32] N. Y., Grosset 75 c.

The adventures of a girl who came to New York in search of life.

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A defense of ethical subjectivism and relativity.

Williams, Jesse Feiring, M.D., and Nixon, Eugene White

The athlete in the making. 258p. il. '32 Phil., Saunders \$2.50

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Methods in physical education. 222p. (bibls.) D '32 Phil., Saunders \$2.25

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A book of some of the simpler secret codes and ciphers whose solution provides a game to tease one's wits and ingenuity.

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The pilgrims of Russian-town; introd. by Robert E. Park. 317p. (7p. bibl., bibl. footnotes) il. D (Univ. of Chic. sociological ser.) [c. '32] Chic., Univ. of Chic. Press \$3

A study of the six thousand Molokans who live in Los Angeles, and of the conflicts which arise when a primitive peasant sect is transplanted to an urban civilization.

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 Journal of James Boswell, 1777-1779, The. \$900, set *Rudge*
 Journal of James Boswell, 1779-1781, The. \$900, set *Rudge*
 Jungle girl. Burroughs, E. R. \$2 *E. R. Burroughs*
 Knight of the Cross, A. Smith, H. G. \$3 *Bruce Pub. Co.*
 Laughing Death. Brown, W. C. \$2 *Lippincott*
 Letters and papers of Major-General John Sullivan; v. 2. \$10 *N. H. Historical Soc.*
 Life and doctrines of Philippus Theophrastus, Bombast of Hohenheim, The. Paracelsus, T. \$2.50 *Macoy Pub. & Masonic Supply Co.*
 "Limpy." Johnston, W. A. 75 c. *Grosset*
 Lipstick girl. Webster, E. R. 75 c. *Grosset*
 Living issues in China. Hodgkin, H. T. \$1; 60 c. *Friendship Press*
 Lonesome swamp mystery, The. Lloyd, H. 50 c. *Grosset*
 Longhorn trail, The. Craigie, H. 75 c. *Grosset*
 Longmans' modern method French; bk. 1. Grundy, J. 90 c.; in 2 pts., 60 c., ea. *Longmans*
 Look what brains can do! Fisher, A. \$1 *W. T. Lee Co.*
 Love books of Ovid, The. \$1 *Grosset*
 Love debt, The. Pomeroy, C. 75 c. *Chelsea House*
 Love is a racket. James, R. 75 c. *Grosset*
 Mammoth mystery book. Wallace, E. \$1 *Burt*
 Methods in physical education. Williams, J. F. \$2.25 *Saunders*
 Microscope, The. Gage, S. H. \$4 *Comstock Pub. Co.*
 Minutes of a board of education, The. Grill, G. W. \$3 *Bruce Pub. Co.*

- Modern dogs. Bruette, W. A. \$2 *Watt*
 Modern practical stairbuilding and handrail-
 ing. Ellis, G. \$7.50 *Lippincott*
 Murder at large. Frost, L. \$2 *Coward-McCann*
 New horizons in American life. Chapman, J. J. \$1.50 *Columbia Univ. Press*
 1932 World Bridge Olympic hands, The. Culbertson, E. \$1 *Bridge World*
 One girl's morals. Clayton, J. 75 c. *Grosset*
 Our wide, wide world. Craig, G. S. 76 c. *Ginn*
 Out-of-doors. Craig, G. S. 76 c. *Ginn*
 Party dress, The. Hergesheimer, J. 75 c. *Grosset*
 Pilgrims of Russian-town, The. Young, P. V. \$3 *Univ. of Chic. Press*
 Pink porcelain pipe, The. Scott, P. \$1.50 *Dorrance*
 Plane and spherical trigonometry. Bauer, G. N. \$2 *Heath*
 Planned society, A. Soule, G. H. \$2.50 *Macmillan*
 Poems. Merritt, G. F. \$1 *Meador Pub. Co.*
 Power and secret of the Jesuits, The. Fülöp-Miller, R. \$1 *Garden City Pub. Co.*
 Practical arithmetic. Van Tuyl, G. H. \$1.20 *Amer B'k.*
 Principles of auditing. Kohler, E. L. \$5; \$4 *McGraw-Hill*
 Problem manual in physical education measurements. Cozens, F. W. \$2.25 *Saunders*
 Regulating an industry. Stockder, A. H. \$2.50 *Columbia Univ. Press*
 Re-interpretation of Jesus in the New Testament, The. Purinton, C. E. \$1.75 *Scribner*
 Reminiscences of De Wolf Hopper. \$1 *Garden City Pub. Co.*
 Respectfully submitted. Aron, H. G. \$1 *Georgic Press*
 Rhymes of today and yesterday. Schmidt, M. H. \$1.25 *Christopher Pub. House*
 Rich are always with us, The. Pettit, E. 75 c. *Grosset*
 Roman holiday. Sinclair, U. B. 75 c. *Grosset*
 Romance of a dictator. Slocombe, G. \$2.50 *Houghton*
 Sagebrush buckaroo, The. Springer, T. G. \$2 *Watt*
 Salmagundi. Faulkner, W. \$3 *Casanova Press*
 Schleswig-Holstein question, The. Steefel, L. D. \$4 *Harvard*
 Secret places. Sutherland, J. 75 c. *Grosset*
 Seed. Norris, C. G. 75 c. *Burt*
 Sky bride. Rogers, B. 75 c. *Grosset*
 Southern road. Brown, S. A. \$2 *Harcourt*
 Spenser and the Table Round. Millican, C. B. \$2.50 *Harvard*
 Spook crooks! Proskauer, J. J. \$1 *Burt*
 Steamboat gold. Ogden, G. W. 75 c. *Grosset*
 Symphony of six million. Hurst, F. 75 c. *Burt*
 That reminds me. Lawson, J. G. \$2 *Long & Smith*
 Theory of social economy, The. Cassel, G. \$5 *Harcourt*
 Think of me. Howland, J. \$1 *Christopher Pub. House*
 Thunder below. Rourke, T. 75 c. *Grosset*
 True story of the Lindbergh kidnapping. Brant, J. \$2 *Kroy Wen Publishers*
 Truth which makes us free, The. Sommer, M. S. 60 c. *Concordia Pub. House*
 Verses. Daryush, E. B. \$1.75 *Oxford*
 Visit of the "Rurik" to San Francisco in 1816, The. Mahr, A. C. \$2; \$1.50 *Stanford Univ. Press*
 War again tomorrow. Bauer, L. \$2 *Duffield & Green*
 Whitey. Graham, C. 75 c. *Grosset*
 Wild metal. Gilson, C. \$2.50 *Bobbs-Merrill*
 Will it be a boy? Okland, F. \$1.50 *Century*
 Wolf, The. Holt, H. \$2 *Doubleday*
 Word pictures in the New Testament; v. 5. Robertson, A. T. \$3.50 *Long & Smith*
 Wordsworth (Dorothy). Maclean, C. M. \$5 *Viking*
 Yardleygrams. Yardley, H. O. \$1.50 *Bobbs-Merrill*
 You know 'em. Steuart, A. B. \$1 *Dorrance*

On the Following Page

A New "Advance Listing" Service

To Give You . . .

- (1) more value from promotional work
- (2) added ease in book selection

The list of books opposite represents a new Service to bookstores—a Service of *interest* to every bookseller—of *special value* to the bookstores which use the promotional media—BOOKS OF THE MONTH and WHAT TO READ IN BOOKS.

This list will appear in the second issue of each month in the PUBLISHERS' WEEKLY. It will list books that have been selected for promotion the *following month* in the bookselling publications mentioned above.

The way in which books are chosen for this list, and the practical use to which it can be put, emphasize the value of this listing to booksellers:

Selecting the Titles

The titles shown in this list—and therefore chosen for promotion in BOOKS OF THE MONTH and WHAT TO READ—are selected by Bowker editors, and checked by publishers as books likely to win general distribution.

Advance Notice—to Aid Book Selection and Promotion

This list of selected titles is of special aid to the bookstore because it will appear in the PUBLISHERS' WEEKLY during the *month before* these books are featured in BOOKS OF THE MONTH and WHAT TO READ IN BOOKS. Thus the bookstore receives definite information, *well in advance*, about a group of books carefully selected for interest and merit. This information aids the bookseller's own judgment in selecting books which are worthy of promotion—helps both in book purchasing and in sales planning. The list is classified so as to help the dealer follow up his special customer interests.

Obviously, this new Advance Listing Service greatly increases the value of BOOKS OF THE MONTH and WHAT TO READ IN BOOKS to all bookstores using them. Also, it makes these bookselling publications still more profitable, more worthy of consideration by bookstores not using them now. With the September issue THE BOOK REVIEW will be added to the group.

If you are not using these low-cost bookselling media write for complete details.

R. R. BOWKER COMPANY
62 West 45th Street
New York City

New Books Scheduled for Promotion

Titles Which Have Been Selected by the Publishers and by the Editors for
Promotion in the June issues of

BOOKS OF THE MONTH and WHAT TO READ IN BOOKS

Prices and publication dates are subject to change.

Abbreviations used are BOM for Books of the Month and WTR for What to Read in Books.

FICTION

Beneath the Passion Flower. By George Preedy
The redemption of a young woman with false standards through honest love. By the author of "General Crack."
WTR (May 17) **McBride, \$2**

The Black Swan. By Rafael Sabatini
Swashbuckling pirate story in his earlier romantic style. Publishers are backing this with national advertising.
BOM WTR (May 18) **Houghton, \$2**

The Black Tolls. By William MacLeod Raine
Rapid-fire western story of a family of seven sons who turned to train robbing and bank robbing for excitement.
BOM WTR (May 4) **Houghton, \$2**

Crooner. By Rian James
Breezy and satirical story poking fun at a national pest. Customers who liked "Love Is a Racket" will probably like this.
WTR (May 17) **King, \$2**

Death Lights a Candle. By Phoebe Atwood Taylor
Murder by arsenic at a house party. Those who read "The Cape Cod Mystery" will recognize some of the same characters.
WTR (June 1) **Bobbs-Merrill, \$2**

District Nurse. By Faith Baldwin
Life of a visiting nurse who let her own romance slide in caring for others. Ann Harding will play in the film.
WTR (May 23) **Farrar & Rinehart, \$2**

Dwellers in the Mirage. By Ave Merritt
Exciting novel of high adventure, science, mystery, strange folk-lore. Author of "Face in the Abyss" and "Seven Footprints to Satan."
BOM WTR **Liveright, \$2**

Eastward Drift. By Edward Percy
First novel laid in England during the past ten years. Characterization of English family. Descriptions of little known countryside.
BOM WTR (May 2) **Kinsey, \$2.50**

A Fable for Wives. By Robert McClure
Novel of gay social life in a midland city. Problems of a vivacious young wife and her serious, prosperous husband.
WTR (May 19) **Doubleday, \$2**

First Your Penny. By Diana Patrick
A young girl learns the important lessons of life and the meaning of true love. Light romance by the author of "The Time of Gold."
BOM WTR **Dutton, \$2**

The Five Fragments. By George Dyer
Five men, strangers to each other, share a night of adventure because each holds a clue to a mystery.
BOM (May 4) **Houghton, \$2**

The Flying Beast. By Walter S. Masterman
Murder in an ancient haunted English manor. Fantastic plot with macabre atmosphere.
BOM **Dutton, \$2**

The Fountain. By Charles Morgan
Moving love story in a strange setting. Has been a best-seller in England since publication.
WTR (June 1) **Knopf, \$2.50**

The French Husband. By Kathleen Coyle
Gay romance of an American heiress and her charming French husband. Lighter than the author's previous books.
BOM WTR **Dutton, \$2.50**

Have-His-Carcass. By Dorothy L. Sayers
Lord Peter Wimsey pursues the trail of another murderer with a perfect alibi. By the editor of "The Omnibus of Crime."
BOM WTR (May 20) **Brewer, \$2**

The Interne. By Wallace Thurman and A. L. Furman
Sensational exposé of illegal activities of the medical profession combined with romance in novel form.
BOM (May 16) **Macaulay, \$2**

Late September. By Gladys Johnson
Modern novel of a man who finds he has been married twenty years to the wrong woman.
BOM WTR (May 9) **Macrae, Smith, \$2**

Laughing Death. By Walter C. Brown
Opium smuggling, murder, and a gang clean-up which will please men and boys. Laid in the mysterious dens of Chinatown.
BOM WTR (May 12) **Lippincott, \$2**

Maids and Mistresses. By Beatrice Kean Seymour
Long novel of love and marriage as an unsophisticated house maid observes it in several homes and later experiences it herself.
BOM WTR (May 2) **Knopf, \$2.50**

Murder on Monday? By Charles Barry
Peter Perley reads his will to the beneficiaries and is found dead a few days later. By the author of "The Corpse on the Bridge."
WTR (May 2) **Dutton, \$2**

Night for a Lady. By Charles Beahan

Comedy of night life in New York City. Descriptions of smartest clubs and speakeasies and prominent people.
WTR

Harrison Smith, \$2

Pre-War Lady. By Margaret Widdemer

Romance of a girl who escaped the years of adjustment after the war and entered life again to find herself different from others.

BOM WTR (June 2) Farrar & Rinehart, \$2

Romance of a Dictator. By George Slocombe

Study of a modern dictator. Combines romance and adventure with serious consideration of European politics and intrigue.

BOM (May 4) Houghton, \$2.50

The Running Footman. By John Owen

Story of the hopeless passion of a footman for a girl above him in station. Has been highly praised by English critics for style and treatment.

BOM Macmillan, \$2

Silver Fountain. By Jane Abbott

Light romance about youth and modern marriage with complications of health, money and the difficulty of deciding on the right girl.

BOM WTR (May 26) Lippincott, \$2

State Fair. By Phil Stong

The exciting adventures of the Frake family at a state fair. Gay romantic story of country life in Iowa. First novel.

BOM (May 3) Century, \$2.50

Summer Holiday. By Sheila Kaye-Smith

Delicate novel of experiences and emotions of two children on a summer vacation at a Sussex farm. By the author of "Susan Spray."

BOM (May 18) Harper, \$2.50

Three Loves. By A. J. Cronin

Study of a Scottish woman whose three loves are her husband, her son, and her God. By the author of "Hatter's Castle."

BOM Little, Brown, \$2.50

Topper Takes a Trip. By Thorne Smith

Adventures of Topper on the Riviera with a lot of ghosts. Hilarious and daring. By the author of "The Night Life of the Gods" and "Turnabout."

WTR (May 5) Doubleday, \$2.50

Undertow. By A. Hamilton Gibbs

Love story of a gentle English schoolmaster. By the author of "Chances" which sold 37,960 copies.

BOM WTR (June 3) Little, Brown, \$2.50

Voices from the Dust. By Jeffery Farnol

Colorful pageant of English life in 13 episodes from Roman times to the present. Love and hatred of two families. Illustrated by Henry C. Pitz.

BOM (June 3) Little, Brown, \$2.50

Week-End Girl. By Warner Fabian

Adventures of a paid guest at week-end parties for society play-boys. By the author of "Flaming Youth" and "Summer Bachelors."

BOM WTR (May 25) Macaulay, \$2

Wife to Caesar. By Berthe K. Mellett

A mediocre man rises to political power through his wife's efforts. Slightly disguised Washington background and prominent personages.

BOM WTR (May 27) Brewer, \$2

GENERAL LITERATURE

The Autobiography of a Bankrupt. By Julian Sherrod

Author of "Scapegoats" combines hard facts and homely observations in his life story.

BOM (May 13) Brewer, \$1.50

The City of the Red Plague. By George Popoff

Soviet rule in Riga described by a Russian Imperialist refugee. Emphasis laid on political aspects and spread of Communism.

BOM Dutton, \$3.50

The Diary of an ex-President. By John P. Wintergreen. Edited by Morrie Ryskind

Burlesque expose of life in the White House. By a co-author of the Pulitzer Prize play "Of Thee I Sing."

BOM (May 20) Minton, Balch, \$1.75

Fighting for Fun. By Eddie Eagan

Autobiography of the amateur light heavy-weight champion of the world from his first boxing lesson to his final triumphs.

BOM (May 24) Macmillan, \$3

Just Fishing. By Ray Bergman

Technical information on fishing for trout, bass and less familiar fresh-water fish. Anecdotal style. Profusely illustrated.

BOM Penn, \$5

Native Tales of New Mexico. By Frank G. Applegate

Colorful stories from Indian country. Sell to customers who have been there or who plan to go.

BOM (May 26) Lippincott, \$2.50

So You're Going to Ireland and Scotland. By Clara E. Laughlin

Practical information for travelers. Lively bits of history and biography. Pocket size. New low price for this series.

BOM (May 18) Houghton, \$3.50

10,000 Leagues Over the Sea. By William A. Robinson

Unusual account of a 32,000 mile sail for 3½ years in the smallest craft that has circled the globe.

BOM (May 6) Brewer, \$3.50

This Is Russia. By George E. Raiguel and William K. Huff

Economic and social life in Soviet Russia. Survey of modern Russian art and culture. A condensed history of the country is included.

BOM Penn, \$5

20,000 Years in Sing Sing. By Lewis E. Lawes

Human interest stories of criminals. Many unusual illustrations. By the warden of Sing Sing prison.

BOM WTR (May 2) Long & Smith, \$3

Undiscovered Europe. By E. Alexander Powell

Travel book which describes people and customs of ten out-of-the-way countries of present-day Europe.

BOM Ives Washburn, \$3

What I Owe to Christ. By C. F. Andrews

A spiritual biography by a well known Methodist minister, describing the author's religious experience.

BOM Abingdon, \$1.50

What Is Beauty? By E. F. Carritt
By the editor of "Philosophies of Beauty."
Simple introduction to aesthetics for laymen.
BOM (May 12) Oxford, \$1.50

The Youngest of the Family. By Dr. Joseph Galad

A commonsense, up-to-date manual for parents and nurses on the care and training of children up to five years of age.
BOM Harvard, \$2

The Official System of Contract Bridge
BOM Winston, \$1.50

The Play of the Cards at Contract Bridge. By Edward C. Wolfe
BOM Winston, \$2

The Official System of Contract Bridge in a Nutshell. By Milton C. Work
BOM Winston, \$1

Auction Bridge for Beginners. By Milton C. Work
BOM Winston, \$1

The following titles will be promoted in the June issue **Books of the Month** in a section headed "The Political Outlook."

Billions for Veterans. By Knowlton Durham
Analysis of the bonus problems, yesterday, today and tomorrow.
Brewer, \$1.25

Breakdown. By Robert Briffault
One of the foremost anthropologists prophesies the collapse of traditional civilization. Author of "The Mothers" a study of matriarchy.
Brentano's, \$2.50

Business Looks at the Unforeseen. By Wallace B. Donham
Discussion of present economic and business problems with a view to future planning. By the author of the best seller "Business Adrift."
Whittlesey House, \$2

Can Man Be Civilized? By Harry Elmer Barnes
Analysis of present social order in the light of its effect on individual happiness. Author of "Genesis of the World War."
Brentano's, \$2.50

The Coming of a New Party. By Paul H. Douglas
A program for liberals analyzing our present political situation and presenting a platform for a third party. Recommended by John Dewey.
Whittlesey House, \$2.50

Democracy at the Cross Roads. Edited by Ellis Meredith
Story of the Democratic party told by John W. Davis, Claude G. Bowers and other authorities.
Brewer

The Democratic Party. By Frank R. Kent.
History of the party by the vice-president of the Baltimore Sun.
Century, \$5

Franklin D. Roosevelt. By Ernest K. Lindley
The public career of the Governor of New York State and a portrait of the man.
Bobbs-Merrill, \$3

The Gold Standard and Its Future. By T. E. Gregory
The history, theory and future of the gold standard. Recommended by the Secretary of the Treasury and by the New York Times.
Dutton, \$1.50

The Mirrors of 1932
Appraisals of Hoover, Coolidge, Smith, and other leaders who are possible presidential candidates. Illustrated with cartoons.
Brewer, \$2.50

Newton D. Baker. By Colonel Frederick Palmer
The genius and personality of the former Secretary of War is revealed in this biography based on his correspondence.
Dodd, Mead, \$7.50

Owen D. Young. By Ida M. Tarbell
Biography which presents subject as a new type of industrial leader. By an author noted for her books on Lincoln.
Macmillan, \$5

Pat Hurley. By Parker LaMoore
Biography of one of the most colorful individuals in Hoover's official family, the assistant Secretary of War.
Brewer, \$1.50

A Primer of Money. By Donald B. Woodward and Marc A. Rose
Explanation in simple terms of the monetary system, the gold standard, bimetalism, inflation, deflation, etc.
Whittlesey House, \$2

Race, Class and Party. By Paul Lewinson
Complete and detailed account of Negro suffrage and white politics in the South carried down to the present day.
Oxford, \$3.75

Recovery. By Sir Arthur Salter
A whole view of the crisis which represents the consensus of informed opinion throughout the world. Recommended by Walter Lippmann.
Century, \$3

The Republican Party. By William Starr Myers
New edition of this history which now contains a chapter on the Hoover administration.
Century, \$5

Samuel Seabury. By Walter Chambers
Life story of the special investigator of the New York City government whose discoveries have made the newspaper headlines.
Century, \$3.50

The Speaker of the House. By George Rothwell Brown
How John N. Garner rose to his position of Speaker in the House of Representatives. By an intimate friend.
(May 13) Brewer, \$1.50

This Democratic Roosevelt. By Leland M. Ross and Allen W. Grobin
Authentic biography which has been read and approved by Governor Roosevelt.
Dutton, \$2.50

Up to Now. By Alfred E. Smith
Al Smith's own story of his astonishing career.
Garden City, \$1

Washington Merry-Go-Round

Sensational expose of politics, politicians, and society in Washington. Has been tremendously popular since its publication in July.

Liveright, \$3

What Price Wall Street? By Forrest Davis

Study of Stock Exchange excesses and their social results, which maintains that Wall Street is directly responsible for our financial crashes.

Godwin, \$3

The following reprints will be listed in the June issue of **Books of the Month** under the heading, "A Vacation List, Books for a Dollar or Less."

FICTION

Casuals of the Sea. By William McFee

Modern Library, 95¢

The Decameron. Boccaccio

Blue Ribbon Books, \$1

Droll Stories. Balzac

Blue Ribbon Books, \$1

A Farewell to Arms. By Ernest Hemingway

Modern Library, 95¢

Fear, the Autobiography of James Edwards. By John Rathbone Oliver

Macmillan, \$1

The Magic Mountain. By Thomas Mann

Modern Library, 95¢

Mammoth Mystery Book. By Edgar Wallace

Burt, \$1

O, Pioneers! By Willa Cather

(Riverside Library) Houghton, \$1

Sanctuary. By William Faulkner

Modern Library, 95¢

Sister Carrie. By Theodore Dreiser

Modern Library, 95¢

The Son of the Wolf. By Jack London

(Riverside Library) Houghton, \$1

The Thrill of Evil. By H. Ashton-Wolfe

(Riverside Library) Houghton, \$1

GENERAL LITERATURE

The Art of Thinking. By Ernest Dimnet

Simon & Schuster, \$1

Astronomy for Everybody. By Simon Newcomb

Garden City, \$1

Coming of Age in Samoa. By Margaret Mead

Blue Ribbon Books, \$1

The Conquest of Our Western Empire. By Agnes

C. Laut (Dollar Travel Series) McBride, \$1

Damaged Souls. By Gamaliel Bradford

(Riverside Library) Houghton, \$1

Four Months Afoot in Spain. By Harry A. Franck

Garden City, \$1

From Immigrant to Inventor. By Michael Pupin

Scribner, \$1

Hot Countries. By Alec Waugh

Grosset, \$1

Leaves of Grass. By Walt Whitman

(Universal Library) Grosset, \$1

The Mind in the Making. By James Harvey

Robinson Harper, \$1

Mostly Mississippi. By Harold Speakman

(Dollar Travel Series) McBride, \$1

My Garden of Memory. By Kate Douglas Wiggin

(Riverside Library) Houghton, \$1

The Mysterious Universe. By Sir James Jeans

Macmillan, \$1

New Worlds to Conquer. By Richard Halliburton

Garden City, \$1

Palgrave's Golden Treasury

(Universal Library) Grosset, \$1

A Preface to Morals. By Walter Lippmann

Macmillan, \$1

The Raven. By Marquis James

Blue Ribbon Books, \$1

The Science of Living. By Alfred Adler

Garden City, \$1

Treatise on the Gods. By H. L. Mencken

Blue Ribbon Books, \$1

Under the Sky in California. By Charles Francis

Saunders (Dollar Travel Series) McBride, \$1

The World's Best Loved Poems. Compiled by

James Gilchrist Lawson

Harper, \$1

Your Money's Worth. By Stuart Chase and F. J.

Schlink

Macmillan, \$1

"BOOKS of the Month"

—a classified descriptive catalogue, listing and presenting for the bookseller and his customers each month's output of the most attractive and valuable books of all American Publishers.

Available at these prices imprinted:

on yearly contract		on short term trial	
100 copies	\$2.00 per mo.	100 copies	\$3.00 per mo.
500 "	6.00 " "	500 "	7.00 " "
1000 "	11.00 " "	1000 "	12.00 " "
5000 "	50.00 " "	5000 "	50.00 " "

What to Read in Books

A monthly booklist of selected books for the use of Rental Libraries. Size 3½ x 6. Mails with letter, bill or statement without additional postage.

100 copies	\$1.50 per month
500 "	5.50 " "
1000 "	7.25 " "
5000 "	30.00 " "

Old and Rare Books

Frederick M. Hopkins

A LETTER FROM Gilhofer & Ranschburg, of Wien, Switzerland, brings the information of a sale of world importance which will take place at Lucerne June 14 and 15, when selections from the Russian Imperial Library at Tsarskoye Selo, the library of Albert Duke of Saxe-Teschen, Dr. Albert Figdor of Vienna, and choice incunabula from a monastic library, will be dispersed. A richly illustrated descriptive catalog is in preparation and will be ready for distribution soon. These selections include manuscripts, miniatures, and horn-books; works on architecture and ornaments, including the standard works of Blondel, Boucher, Mariette, and others; works on geography, topography, comprising items of the greatest cartographical interest: the famous world map of Albertinus de Virga, Venice 1415, and the engraved monumental map of Mercator, Duisburg, 1569, one of four known copies; early medicine, natural sciences and alchemy; incunabula comprising fine and rare editions of the Greek and Latin classics; books of the sixteenth and seventeenth centuries, including the unique vellum copy of the Missale Lingoneuse, Paris, 1517, magnificently colored by hand; French literature of the sixteenth to the eighteenth centuries containing original editions of Marot, Pascal, Ronsard and many others; illustrated books of the eighteenth century in most costly bindings, including dedication copies of the "Cabinet du Roy," and the complete engraved work of Piranesi; rare bindings of all centuries, embroidered monastic and armorial; French literature of the nineteenth century in original editions; extremely rare works on military costumes; medieval calendars and early almanacs; playing cards including complete set designed by Flotner; early documents and autographs from the thirteenth to the seven-

teenth century including such names as Queen Elizabeth, Goethe, Marie Antoinette, Raphael; and many other lots of extreme rarity and great value.

JOHN CARTER, who has occasionally contributed to this department, has been for some time at work on the history of publishers' binding in the nineteenth century, with special reference to the variant bindings frequently found on copies of the same edition. The results of his researches will be published shortly as No. VI of the *Bibliographia Series* (Long and Smith), which is under the general editorship of Michael Sadleir. This is a book which should be of interest both to students of the history of book-structure and also to all collectors of nineteenth century first editions in original state, for it is the first attempt to deal, in a scientific way and on general lines, with an aspect of bibliography which has hardly been seriously tackled in the past but of the importance of which the meticulous collector is becoming every day more uncomfortably conscious. The first half of Mr. Carter's book outlines the general principles, historical and practical, applicable to the problems of variant bindings; the second half offers a detailed analysis of a hundred books, all of interest to the collector and all possessing two or more bindings not hitherto adequately discussed.

"Binding Variants in English Publishing, 1820-1900," is a complementary volume to Mr. Sadleir's "Evolution of Publishers' Binding Styles" (No. I of the series, now out of print), and a hundred copies only are reserved for this country.

THE AMERICAN Dickens League has opened an exhibition at 10 East 46th Street, which is designed as an appeal to the public for books to be sent to light-

houses, prisons and Coast Guard stations. The exhibit, which is in charge of Mortimer Kaphan, founder of the league, consists of Dickens memorabilia, books and pictures. The task of supplying prisoners and other isolated persons with reading matter is the first to be undertaken by the league since its founding two and one-half years ago. The idea, said Mr. Kaphan, is in line with the object of the society, "Do all the good you can, in all the ways that you can, and to all the people you can," a quotation from Dickens.

BARTON CURRIE, well known as a collector and author of "Fishers of Books," has in the May number of the *American Book Collector* put down his personal preferences among twentieth century American authors. He lists twenty to whom he thinks collectors should pay their first attention. Of the twenty, twelve are novelists, Booth Tarkington having first position on the whole list, Willa Cather second, Stephen Crane fourth. There are five poets in the list with Millay in third place among the twenty authors listed, Frost fifth, Emily Dickinson sixth, Robinson and Sandburg following. Emily Dickinson is included among the twentieth century writers. Others are A. Edward Newton eighth on the list, Christopher Morley eleventh and Eugene O'Neill in seventeenth place.

Mr. Currie adds to his list of headliners some fifty other authors he thinks not likely to be overlooked in the trend of American collecting, giving individual titles in each case. This list of titles includes not only such well-known collector's items as "The Education of Henry Adams" and "The Bridge of San Luis Rey" but also books like Butler's "Pigs Is Pigs," Will James' "Smoky," Rex Beach's "The Spoilers," Joseph Lincoln's "Cape Cod Ballads," and Alice Hegan Rice's "Mrs. Wiggs."

The prophecies of a collector who backs his opinions by purchase are always worth while following.

"THE BOOKS THAT have been written on collecting—those of A. Edward Newton, for instance, or the recent volume by Barton Currie—contain plenty of advice for the wealthy collector, but there is little meat in them for the man who cannot afford to write checks in at least three fig-

ures for his purchases," says Walter R. Brooks, in an article entitled "The Shoe-string Book Collector" in *The Bookman*. "Very little mention is made of certain specialized fields in which interesting collections can be got together for a few hundred dollars or less. Seldom is it so much as hinted that there are hundreds of first editions of English and American authors, just as sure of fame, just as important artistically and intellectually as those that bring huge prices in the auction rooms, which can be bought for one to five dollars. For rarity in itself is worth nothing." The article from which this paragraph is taken has many suggestions of interest and value for the booklover who has only a few dollars a month that he can spend for books.

WILFRED PARTINGTON's analysis of the demand for first editions in his department "About Book-Collecting" in the *Bookman* is significant. The ten authors at the head of the list with the number of times mentioned in the previous month's desiderata are as follows: Harrison Ainsworth 23, Kate Greenaway 20, John Galsworthy 18, D. H. Lawrence 16, Charles Dickens 15, Hugh Walpole 15, Somerset Maugham 14, Thomas Hardy 13, R. L. Stevenson 13. The American author most in demand is Washington Irving. There seems to be keener literary discrimination among collectors in England as well as in America.

A bookseller reports that someone has been trying to palm off a copy of "Evangeline," in yellow glazed boards, as a first edition. This book has a phoney title-page as can be seen from the off-set on flyleaf opposite title-page. Could not be sure just what issue, but looks like fourth edition, on offset. You may deem it wise to publish this information for the protection of the trade.

Auction Calendar

Tuesday afternoon, May 17, at 2.30. Autographs, letters, documents, manuscripts. (No. 1464; Items 320.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

Wednesday evening, May 18, at 8 o'clock. Important selections from the library of the late George Merryweather, with additions. (Items 336.) Chicago Book & Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

Tuesday and Wednesday afternoons, May 24 and 25, at 2:15. Americana, autographs and first editions from the collections of George L. Howe, Providence, R. I. and Miss Louise Diman. Ritter Hopson Galleries, 37 West 57th St., New York City.

The Weekly Book Exchange

How to use "Books Wanted" and "For Sale"

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin

on a separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering state edition, condition and price including transportation.

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B.P.C. & B.A.R. Back issues.
Postage and Envelopes before 1865. No 3c.
First eds. before 1900.

Wilkins, c/o Air Law Review, Washington Sq., E., New York
Books, pamphlets and other material on balloons, flying machines and aeronautics.

Alabama Auction Room, 1823-4th Ave., N., Birmingham, Ala.
Erotica. Anything.
Southern, Confederacy, Slavery.
Anything on early Tonsorial Art.

Albany Bk. Shop, 66 N. Pearl, Albany, N. Y.
Harvard Classics. Cheap sets wanted only.
First Census Pensioners Am. Revolution.
First eds., cheap, of Alger, Castlemon, Henty, Optic.

Albany Public Library, Albany, N. Y.
Catholic Encyclopedia. Appleton. 17 vols.

Amer. Bd. of Commissioners for Foreign Missions, Pub. Dept., 14 Beacon St., Boston
The Preparation of Steward Nichols. Mrs. Martha Nichols. 2nd-hand copy.
Guide to Japan. Murray. 2nd-hand copy.
The Art of Japan. Huish. 2nd-hand copy.

American Hebrew Magazine, W. H. Blumenthal, 71 W. 47th St., New York
Vickers, Martyrdoms of Literature. 1891.
Oddities; Eccentrica. Give details.

D. Appleton & Co., 35 W. 32nd St., New York
Swett. Diseases of the Chest. Appleton. 1852.
Special Messenger; The Reckoning; Atalie. Robert W. Chambers.

Argosy Book Stores, 45 Fourth Ave., New York
Das Ingest. Motiv in Dichtung und Sage. Rank.
The Modern Ibsen. Weigand.
Fuchs. Ophthalmology.
Slosson. The Astonishing Ant.
Levy. Wonders of the Ant World.

Argus Book Shop, 333 S. Dearborn St., Chicago
Thomas, Lowell. Beyond the Khyber Pass. 1st.
Book of Werewolves. Baring-Gould. Any ed.
My Adventures with Your Money. Rice.
Bennett. Sacred and Profane Love; Hugo; Elsie and the Child; The Glimpse; A Great Man; Night Visitor.
Barr. A Maid of Old New York.
Farnol. The Honorable Mr. Tawnish; Our Admirable Betty.
Galsworthy. A Sheaf; Island Pharisees; Villa Rubein; Five Tales.
Atherton. Sleeping Fires; The Doomsdwoman; The Whirl Asunder; American Wives and English Husbands; Patience Sparhawk; His Fortunate Grace; A Daughter of the Vine; Transplanted.
Mordell. Literature of Ecstasy.

A. Asher & Co., Behrenstr. 17, Berlin W 8
Judge Baker Foundation. Case Studies. All published.

Associated Library Exch., 15 W. 44th St., N. Y.
King Arthur and the Lady of the Lake. Illus. Howard C. Christie.
Atherton. The Conqueror. 1st ed.
Valentine's Manuals. Complete set.
Old books on Aviation.
Books on Angling.
Old Cook Books and Recipes on Food.
Books on American Glass.
Enc. Britannica. 14th ed.

Associated Students Store, Berkeley, Cal.
Aristotle. Nicomachean Ethics. John Burnet.

Jos. Baer & Co., Hochstr. 6, Frankfurt a.M., Ger.
Jeffers. Descent to the Dead. N. Y. 1932.
Babylonian Exped. of Univ. of Pennsylv. Cuneif. Texts. Vol. XI, 1: Chiera, Syllaby of Persian Names.
Baptist Review and Expositor. Vol. 9, no. 3. Louisv.
Archives of Ophtalmology. 1927. No. 5.
Seitz. Uncommon Americans. 1925.
Taylor, Bay. Melodies of Verse. 1884; Song of the Camp; Grasshopper and Cricket; Poems. 1856; Poems of the Orient. 5th ed. 1857.
Sinclair. What's the Use of Books? 1926.
Keen. World in Alliance.
Holliday. Growth of City State. Boston.
Tourville. Growth of Modern Nation. 1907.

Books Wanted—Continued

Jos. Baer—Continued

Thomas, B. Osman in America. New Haven. 1930.

G. A. Baker & Co., 247 Park Ave., New York
American Turf and Historical Account. Leather.
New York. 1898.

Twain. Innocents Abroad. Hillcrest ed. Harper.
Yechton. Some Adventures of Jack and Jill.
Paul and Virginia. English trans.
Milton Portrait Catalogue. 16mo. Grolier Club.

Baker & Taylor Co., 55 Fifth Ave., New York
Babcock. Turtles of New England.

Beerbohn. Observations.

Bull. Life of Ole Bull.

Chatterton. Ships and Ways of Other Days.

Connolly. Coaster Captain. 2.

Cooper. Two Admirals.

Earle. Two Centuries of Costume in America.

Emerton. Spiders.

Frink. New Century Speaker.

Hare. National Standard Dispensary.

Harper. Encyclopedia of U. S. History.

Holmes. Studies in Evolution and Genetics.

Jones. The Siege of Chastn.

McFadyen. Introduction to the Old Testament.

Mackay. From Far Formosa.

Melville. The Ancestry of John Whitney.

Minnigerode. Some American Ladies.

Montmorency. On the Track of a Treasure.

Raspe. Surprising Adventures of Baron Munchausen.

Schroeder. Maxims of Washington, Political, Social, Moral and Religious.

Singleton. Furniture of Our Forefathers.

Smith. Design and Construction of Small Craft.

U. S. Government Publications. 1930.

Van Wagenen. Manual of Hydraulic Mining for the Use of Practical Miner.

White. Call of the Carpenter.

Wilsno. A History of the American People.

Brackenridge. Modern Chivalry.

Jane's Fighting Ships. 1919 or 1920 ed.

Baker, Voorhis & Co., 119 Fulton St., N. Y.
Willard. Half Century of Judges and Lawyers.

Wm. Ballantyne & Sons, 1421 F St. N.W.,
Washington, D. C.

Butt, Archie. Letters. Vol. 1.

Child. Social Side of Diplomatic Life.

Bargain Bk. Store, 406 15th St., Denver, Col.
Kay-Scott. Blind Mice.

Gregg. Commerce of the Prairies. 1844.

Garrard. Wah-to-yah. 1850.

Ross. Fur Hunters of Far West. London. 1855.

Leeper. Argonauts of Forty-nine. 1894.

Quote any important Western Historical Narratives in good condition.

Collected Works Ambrose Bierce. Vols. 7 & 12.

Pub. Neale. 1909. Boards. Cream cloth backs. Paper labels.

Beveridge. Life of Marshall. Vols. 3 & 4. Green cloth. Must have 1919 date on titles.

Roosevelt. Winning of the West. Vol. 4. Putnam. 8vo. Original binding. Must have 1896 on title.

Winsor. Narrative & Critical Hist. of America. Vol. 1. ¾ black morocco binding.

Barnes & Noble, 76 Fifth Ave., New York
Dale. Atonement. Scribner.
Halford. Dry-Fly Entomology.
Treat. National Land System. Treat.
Wellington. Political and Sectional Influences in Public Lands. Riverside Press.

Barnes & Noble—Continued

Taylor. History of the Leasing of Public Lands.
Hibbard. History of Public Land Policies. Macmillan.

U. S. Catalog Supplement, 1928-1929. H. W. Wilson Co.

Barnes. Woman in Modern Society. Viking.

Buonarroti. Sonnets. Trans. Symonds.

Robertson. Bismarck. Holt.

Bay Tree Bk. Shop, 435 Delaware Ave., Buffalo

Montague. Disenchantment.

Alverdes. Whistler's Room.

Bender & Co., 109 State, Albany, N. Y.

Hemingway. Sun Also Rises. 2 1sts.

A. F. Bird, 22, Bedford St., London, W.C.2, Eng.
White Cross Library. 1-5.

Blue Book Shop, 5338 Germantown Ave., Phila.

Corelli. Temporal Power. Good ed.

Melville. Moby Dick. 1st ed. Orig. state.

Bobbs-Merrill Co., 185 Madison Ave., New York

Lives and Times. Meade Minnigerode. Scribner. 1925.

Theodosia Burr. Chas. Felton Pidgin. C. M. Clark Pub. Co. 1907.

Book Exchange, 1237 State St., Bellingham, Wn.

B. O. Excell. Anthems. Vol. 1 preferred. Several copies.

Amundsen. Northwest Passage.

Agnes Lout. Vikings of the Pacific.

J. B. Tyrrell. David Thompson's Narrative of His Explorations in Western America.

Book Exch., 312 N. Washington, Scranton, Pa.

Scott. 20th Century Album. 1900-1920.

Godey and Peterson Ladies' Books.

Book Mart, 210 W. McMillan St., Cincinnati, O.

Williams, C. M. A Review of the Systems of Ethics Founded on the Theory of Evolution.

Brock illus. Roger De Coverly and Other Essays from the Spectator. London or N. Y.

Henry Adams. Anything by.

Bookshop, 83 South St., Morristown, N. J.

David Copperfield's Library. Langstaff.

Book Supply Co., 564 W. Monroe St., Chicago

The Elopement. Elizabeth Barrett.

Booke Shop, 4 Market Sq., Providence, R. I.

Poems. T. S. Eliot.

The Bookery, 1647 Welton St., Denver, Col.

Nana. Zola. B. & Z. ed. 1924.

Principles of Light and Color. Babbitt.

Bert Leston Taylor (B. L. T.). Anything.

History of a Great Court.

My Uncle Benjamin. Tillier.

Chas. L. Bowman & Co., 118 E. 25th St., N. Y.

Emigrants. Bojer.

Nights and Days on the Gypsy Trail Through Andalusia. Brown.

Gypsy Fires in America. Maeterlinck.

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A Child's Memories of God's Hill. M. A. Dickens.

Charles Dickens as a Lover of Art and Artists.

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Dime Novels. Boys' 5 and 10 cent libraries and weekly story papers published by Beadle, Beable & Adams, Tousey, Munro, Ivers, Street & Smith, DeWitt, and others.

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 Hoagland Family, Polhemus Co. 1891.
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 Benjamin. Life and Letters of a Free Lance.
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 Carryl. Tables for the Frivolous.
 Chambers. Maid at Arms.
 Conneley. Story of Kentucky.
 Coulton. Meeting of Spheres. 2 cop.
 Crockett. Surprising Adventures of Sir Toady Lion.
 Desmond-Morse & Boycott. Ten Years in London Slum. 1929 orig. ed.
 De Zayar. African Negro Art, Its Infl. on Modern Art.
 Dorgeles. Wooden Crosses.
 Doyle. Vital Message.
 Drewry. Some Magazines and Magazine Makers.
 Duval. Secrets of Svengali.
 Ferber. Showboat. 1st ed.
 First Year of Theatre Magazine. 1901. Bound.
 Floyd. Jack and Rosy; Mice at Play.
 Garman. Letters, Lectures and Addresses. 1909. Mem. vol.
 Gissing. Whirlpool.
 Glyn. Rhythmic Conception of Music.
 Green. Hist. Families of Kentucky.
 Harrison. Bachelor Maid.
 Hendrick. Everyman's Chemistry.
 Hergesheimer. Dower House.
 Hildebrandt. Problem in Form.
 Hillyer. Alchemy.
 History of Boonsborough.
 Hughes. Gyges Ring. 1st ed.
 Hogg. Life of Shelley.
 Hutchinson. Natural Law of Psychic Phenomena.
 Ingalese. Mata, the Magician; Linked Lives. 2 copies each.
 Isaacson. Simple Story of Music.
 Latimer. This Is My Body.
 Lee. Proud Revelry; Woman I Am.
 Livingston. History of Livingston Family.
 MacOwen. Infinite Shoeblack.
 Meyer. Spirit of U. S. Trans. from French.
 Millon. Hist. & Genealogy of Kentucky Families.
 Montegazza. Physiology of the Head. Eng. trans.
 Morton. In Search of Scot. 1929 Eng. ed.
 Mother Goose for Grown-Ups.
 Murray. Music of Most Ancient Nations.
 Nordan. Dwarf Spectacles.
 Pennypacker. General Meade.
 Perry. Tide House.
 Peter. Hist. of Fayette Co., Ky.

Weekly Book Exchange**Brentano's—Continued**

Phillips. New Poland.
 Philosophical Works of D. Hume. 4 vols. 1874.
 Pin, du. Recol. of Revolution & Empire.
 Randall. Dead Have Never Died.
 Randolph. Soul of Paschal Beverly.
 Rennert. Life of Lope de Vega.
 Rexford. Wine Press and Cellar. 1881.
 Richardson. Hist. of Amer. Magazines.
 Ross. Painter's Palette.
 Russell. Sea Children.
 Saylor. Max Reinhardt and His Theatre.
 Shipley. Hist. of A. E. F.
 Smith. Draw. from Memory and Mind Pictures; World's Earliest Music.
 Squire. Bride of Sacred Well.
 Stephens. Incidents of Travel in Yucatan. 1841.
 Stern. Matriarch. 1st ed.
 Street, Alfred B. Poetry. Incl. Biog. Sketch.
 Sue. Hist. of Proletariat Through the Ages.
 Tassen. Magazines in America.
 Trollope. Vicar of Bullhampton. D., M. ed.; Mina Balatka. 1867; La Vendee. 1850; Struggles of Brown, Jones & Robinson. 1883; Ayala's Angel. 1881; Sir H. Hotspur of Humblethwaite. 1871; Linda Tressel. 1868; An Old Man's Love. 1884; Fixed Period. 1882.
 Untermeyer. Including Horace.
 Vohyte-Melville. Market Harbour Rid. Recoll.
 Vollard. Cezanne.
 Wales. Yoke.
 Wallascheck. Primitive Music.
 Warman. Express Messenger and Other Tales of Rail; Frontier Stories; Short Rails; Tales of An Engineer with Rhymes of Rail.
 Valentine's Manual for 1841.
 The Livingstons of Livingston Manor.
 Moore. Story-Teller's Holiday. Signed ed.
 Famous Composers and Their Works. 6 vols.

Brentano's, Gugenheim, 225 - 5th Ave., N. Y.
 Underwood. The Chemistry and Technology of Printing Ink. 2 copies.
 Ogg. Life of Wester.

Brentano's, 1322 F St. N.W., Washington, D. C.
 Harris. Contemporary Portraits. 2nd Series.
 Madariaga. Sacred Giraffe.
 Mackenzie. Spirit Ridden Konde.
 Bailey. Cyclopedia Farm Crops; Cyclopedia Farm Animals.
 Paxton. Marshall Family. 1885.
 A'Becket. Comic Blackstone.
 Bullard. Diplomacy of Great War.
 Dennis. Foreign Policies of Soviet Russia.
 Rabino. Banking in Persia.
 With Walker in Nicaragua.

Brewer, Warren & Putnam, 6 E. 53rd St., N. Y.
 Through the South Seas with Jack London; Camera Trails in Africa. Both by Martin Johnson.

Brick Row Book Shop, 42 E. 50th St., N. Y.
 Hogarth Essays. Doubleday. 1928.
 Woolf, Virginia. The Waves. English 1st ed.

M. H. Briggs, 506 S. Wabash, Chicago
 Best prices in quick cash for following:
 Western History: Any book, pamphlet, map, view, manuscript, early magazine or newspaper files, dealing with the pioneer history of any state west of Pennsylvania.
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Tales of Indian Fighting and Captivities.
Pony Express, Overland Stages and Mail.
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Railroads, especially to Pacific.

Chicago. Directories, street maps, views, guides, almanacs, etc., before 1871.

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Britannica Book Shop, 342 Madison Ave., N. Y.
The Woman's Bible.

Brown's Bk. Shop, 621 State, Madison, Wis.
Byron. Childe Harold's Pilgrimage. Holiday ed.
J. F. B. Flagg. Ether and Chloroform, Their Employment in Surgery, Dentistry, Midwifery, Therapeutics, etc. XI:12-189. Phila. Lindsay & Blakiston. 1851.

Burton's, 1243 St. Catherine St., Montreal
Personal Memoirs of P. H. Sheridan. Vol. 1 or the complete set. Pub. by Chas. L. Webster & Co. New York. 1888.

E. C. Buxbaum, 1811 E. Wood Pl., Milwaukee, Wis.
National Geographics. 1888-1905. No offers.

Campbell & Leunig, 8 E. 12th St., New York
Leslie's Weekly for 1880.
Meditations of Marcus Aurelius. Trans. Benj. Smith. Century. 1901.
Encyclopedia Britannica. 11th to 14th eds.
English Furniture in 18th Century. H. Cescinsky. 3 vols.

Cape Ann Old Bk. Shop, Rockport, Mass.
Burr, Anna R. The Autobiograph. 1909.
Hammerton, Philip G. Etching and Etchers.
Pennell, Joseph. Etchers and Etching.
Tittle, Walter. Any.
U. S. Geological Survey. 9th Annual Report. 1887-1888.

Catholic Bk. & Church Supply Co., 266 Washington St., Portland, Ore.

San Celestino. Ayscough.
The Pope. Carrere.
Errata of Protestant Bible. Ward.

Central Bk. Co., 93 Nassau St., New York
Railroad Commission, Public Utilities and Opinions of the Attorney General Reports of All States.
Constitut'l Convention Debates, Jrnl's.; Bar Assoc. Repts.; Law Jrnl's.; early Laws of all States.

Geo. M. Chandler, 75 E. Van Buren St., Chicago
Adams. Nature of Law.
Andrew. He Who Gets Slapped.
Beck. History of Iron.
Blakeley. Fairy Starlight and the Dolls.
Boller. Among the Indians. Phila. 1868.
Jefferson. Notes on Virginia.
Lancaster. Historic Va. Homes and Churches.
Lewis. Arrowsmith. 1st ed.
Post. Sleuth of St. James.
Radot. Life of Pastuer D.D.
Ridpath. Address on Alex. Hamilton.

G. M. Chandler—Continued

Roche. Children of the Abbey.
Roe. Hang onto the Land.
Sale. Manors of Virginia.
Smith. Stray Lamb.
Von Borcke. Memoirs of Confederate War.
Wells. Black Aspen; Whispering Cedars; Room with Tassells.

Chandler's, Fountain Sq., Evanston, Ill.
Loves of Edwy. Rose Cecil O'Neil.

Charles' Bk. Service, 328 W. 34th St., N. Y.
Fortune. Feb., Mar., Apr., 1930. Quantity.
Amer. Hist. Review. Vol. 2, no. 3.
N. Y. Sun. June 27, 1928.
Sat. Eve. Post. Dec. 9, '22; Nov. 26, 1927.
Anthologie Prosatiuss Francais Contemporains, 1, Les Romanciers. 1850 a nos jours. Librairie Delagrare, Paris. 10 ceps.

Chaucer Head Bk. Shop, 32 W. 47th St., N. Y.
Cooper. Leatherstocking Tales. Winston ed. 5 vols. Limp leather.
Post. Randolph Mason, Corrector of Destinies; Strange Schemes; The Clients.
Gissing. Henry Rycroft. 1st ed.
Oliphant. Literary History of England. 3 vols.
Reed. Parliamentary Procedure. 3 ceps.
Corpus Poeticum Borealis.

Colesworthy's Book Store, 66 Cornhill, Boston
Maury. Geography of the Sea.
Pidgin. Around the World Single-Handed.
Dr. Ball. Three Days on Mt. Washington.

Columbia Univ. B'kstore, 2960 B'way, N. Y.
Veblen. Vested Interests.
Synge. Poems and Translations.
Irwin Edman. Poems. 1925. Simon & Schuster.
Morgan. Elements of Physical Chemistry. Wiley. Last ed.
MacLeish, A. Conquistador. H. M. 1st ed.

Columbia Univ. Library, New York
Adams. Political Ideas of the American Revolution. 1922. Duke Univ.
Croiset, A. Abridged History of Greek Literature. Mac.
Cumont, Franz. Astrology and Religion Among the Greeks and Romans. Putnam.
Dobb. Wages. Harcourt.
Ebbinghaus. Memory ed. Reprints no. 3. 1923. T. C., Col. Univ.
Editorial Research Reports. Vol. 4, no. 11.
Emerson. Journals. 10 vols. 1909-1914. Houghton.
English Bible in the John Rylands Library. Manchester Univ. Pr.
Fairbanks. First Philosophers of Greece. 1898. Scribner.
Fell. Etruria and Rome. Mac.
Fletcher, J. B. Dante. 1916. Holt.
Gummere, F. B. Beginnings of Poetry. 1901. Mac.
Johnson, Ben. Masterpieces of English Drama. American Bk. Co.
Lucas, Keith. The Conduction of the Nervous Impulse. 1917. Longmans.
Stanley, F. Line in Art Spectra of Elements. Hilger.
Tilley, A. Literature of the French Renaissance. 2 vols. Mac.

Cornell Co-operative Soc., Ithaca, N. Y.
Wallace. Island Life.

Corner B'kstore, Ithaca, N. Y.
Junior Classics. Vol. 10. Collier.
1st, 3d, 4th, 5th, 6th, 12th, 13th, 14th, 24th.

Weekly Book Exchange

Corner B'kstore—Continued

34th, 36th, 40th Annual Reports Chicago Board of Trade (also known as Annual Report Trade and Commerce of Chicago).

John F. Crotty, 110 E. Allegan St., Lansing, Mich. W. J. Holland. Moth Book. Doubleday. 1903.

Daniels & Fisher Stores Co., Bk. Dept., Denver, Col.
1st eds. T. S. Eliot and Edmund Blunden.

Dartmouth B'kstore, 265 Dartmouth St., Boston
Freeman, M. E. W. Best Stories. Harper.

Dauber & Pine Bookshops, 66 Fifth Ave., N. Y.
Birds of Eastern Canada.
Baldwin. Modern Death to Israel.
Catholic Encyclopedia. Index Vol.
d'Olivet, Fabre. Hebraic Tongue Restored.
Edmunds. Summary of English Literature.
Evers. Chemistry of Drugs.
Friedlander. Sermon on the Mount.
Martin. Oriental Rugs.
Parson. Psychology of Dress.
Schurer. History of the Jews. 5 vols.

C. L. Dauphinee, 1700 Walnut St., Philadelphia
Bradbeer. Confederate Currency.
Lewis. The Innocents. 1st ed.
Newton, Edw. Limited, signed eds.
Pyle. Story of Grail; Wonder Clock. 1st eds.
Sheldon, W. Jumel Mansion.

S. M. Delevie, 103 Park Ave., New York
Ensko. American Silversmiths and Their Marks. 1927.
French. A List of Early American Silversmiths and Their Marks. 1917.

Dennen's, 37 E. Grand River Ave., Detroit, Mich.
William Comfort. Son of Power.

Des Forges & Co., 427 E. Wisconsin, Milwaukee
Captain Macedoine's Daughter. William McFee.
Crazy Fool. D. O. Stewart.
Frances and Irrepressibles. F. F. Montgomery.

Detroit, Mich., Public Library, Order Dept.
Elyot, Thos. Boke Named the Governor.

Mr. Longwell, Doubleday, Doran & Co., Garden City, N. Y.
Three Soldiers; Streets of Night. Dos Passos.

Doubleday, Doran Bk. Shops, Garden City, N. Y.
Rejuvenation. Corner.
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Hill. Decisive Battles of the Law.

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Eglinton, John. Essays.
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Luce.

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Lenotre. Romances Fr. Revol. Vol. 1.
Skinner. Myths and Leg. Our Own Land. Vol. 1.
Spencer Autob. Vol. 1.
Sterne. Works. Lond. 1873. Vols 2. 3.
Pater. Marius. Lond. 1907. Vol. 1.
Goodrich Recoll. 1857. Vol. 1.
Cox. Milit. Remin. Vol. 1.
DuChaillu. Viking Age. Red cl. Vol. 1.

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Miller's Bk. Store, 64 N. Broad, Atlanta, Ga.
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Washington. Copyrighted. 1871.
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About 1850.

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Mansfield. Poems.

Nat'l Bibliophile Service, 347 5th Ave., N. Y.
Jefferson, Thomas. Writings ed. Ford.

New York State Library, Albany, N. Y.
Kemp, O. Wilderness Homes. Outing. c. 1911.

Daniel H. Newhall, 100 E. 42nd St., New York
Kilpatrick. The Man Who Liked Mexico.
Kino's Memoir of Primeria Alta. 1912.
Lumboltz. New Trails in Mexico.
Sanchez, Nellie. Spanish Arcadia.
Winsor. Narrative and Critical History. 8 vols.
Working copy will do.
Woodhull, Alfred A. Stories Told by Soldiers.

L. I. Newton, 8 Genander, Auburn, Mass.
Martial. Trans. T. May. 1629.

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Springs Above the Bright Blue Sky.
Scharf. History of Maryland. Vol. 2 only.
Studio Magazine for years 1927, '28, '29, '30,
'31.
Kunst Magazine for the years 1927, '28, '29, '30,
'31.

Price-Burr. The World Talks It Over.
Mentor Magazine for July, 1923.
J. M. Clarke. L'Ile Percee. Yale.
Cholmondeley. Danvers Jewels and Sir Chas.
Danvers.

McBride. The Emma Gees.
Prichard. Sniping in France.
Zedwitz. Double Doctrine of Church of Rome.
Spiritual Letters of Robt. Meux Benson.
Lazarillo de Tormes. Rogues Library.

Old Book Cellar, 1334 Spruce, Berkeley, Cal.
Murphy. Nautical Routine and Stowage. '49.

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Story. Commentaries on the Conflict of Laws.

Paul Pearlman, 1711 G St., N.W., Wash., D. C.
Lowne. Anatomy, Physiology, Morphology and
Development of Blow Fly.
Journal of Agricultural Research. Vol 28, no. 1.
April 1924.

Pettibone McLean, 14 W. 1st, Dayton, Ohio
Jesuits of North America. Pocket Parkman ser.
Charles. Book of Revelation. 2 vols.
Charles. Critical History of Doctrine of Future
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Coffin. Study of French Painting.
Homer. Iliad. Chapman trans. Caxton Classics.
Ellen Terry. Story of My Life.
Kent. Wilderness. 1st ed.
Van Voorhis. Genealogy Van Voorhis Family.
Limited, Letter Press Ed.
Wildrich. Zealot in Tulle.
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Miles. Personal Recollections and Story of His
Indian Campaigns.
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Hoyt, Haight and Haight Families Genealogy.
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Memoirs of Mrs. Eddy. Adam Dickey.
Christian Science Books, Manuals.
Science of Man. Mrs. Glover. 1876, 1879, 1883.

Rare Bookcase, 1659 Troy Ave, Brooklyn, N. Y.
Lionberger. Felicities of Sixty.
Quevedo. Pablo Segovia, Spanish Sharper. Ltd.
Kennedy. Erotica. 1924. Ltd. ed.
Christine, Queen Sweden. Cayme Press. 1927.
Brown. Gems: an anthology. 1913.

Raymer's, 5 N. Division, Grand Rapids, Mich.
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Merrick. Old Times on the Upper Mississippi.
Barlow. The Voices. Boston. 1874.

Savoy Bk. Store, 123 E. 59th St., New York
Universal Anthology. 33 vols., or bound in 17.

Schenectady, N. Y., Public Library
Century Cyclopedic of Names.
Johnson, C. Old Time Schools and School Books. Macmillan.

Alwin J. Scheuer, 26 E. 56th St., New York
Howard Pyle. Book of Pirates. 1921. Japan paper.
The Bears of North America. Illus. by Carter Beard.
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Irving. Spanish Papers. 1866.

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Morris, W. Lesser Arts of Life.
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Seneca's Morals. Ltd. ed.
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The Whole Truth About Mexico.
Whitfield. Handbook of Skin Diseases and Treatment.
Williams, A. L. Sunday Suppers.
Williams, J. L. The Stolen Story.

H. M. Sender, 5845 Central St., Kansas City, Mo.
Gilpin. Guide to Kansas Gold Mines. Cinn. 1859.
Oxford English Dictionary. Condition and price.

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Jurgen in Lineacuts.
Lineage of Litchfield.
Hike and the Areoplanes. 1912.

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Translation of New Testament into Ojibway Language by Edwin James. Albany, N. Y. 1833.

Sherwood's, 24 Beekman St., New York
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Angulas. Vale of Cedars.
Hamm. Old Puppet Play of Dr. Faustus.
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C. E. Lester. Houston and His Republic, 1846.
Abney. Autobiography of L. D. Lafferty. Texas item.

Life of Monroe Edwards Forger. Pub. Long.
Gregg. Commerce of the Prairie. Vol. 2. 1845.
William L. Garrison. The Liberator. Good run.
Hunt and Randle's Guide to Texas. 1839. Without map.
American Review. A Whig Journal. 1845, Feb. and Nov.; 1846, Jan., July, Sept.; 1847, Mar. and June, and all after.

Sign of Mermaid, 1014 E. Jefferson Ave., Detroit
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Kingsley. Ravenshoe. Red binding. 1899.
Currie. Fishers of Books. Ltd. ed.
Kipling. All Outward Bound ed. after vol. 19.
M. Johnston. American High Spots.
Books published by Wiley Co. since 1920.
Bailey. Cyclopedia of Horticulture. Vols. 1 and 4.
Lord Gower. Sir Thomas Lawrence.
W. Roberts. Memorials of Christie. 2 vols. 1897.
American Art Annuals. 28 vols.
W. Roberts. Sir William Beechey.
McKay-Roberts. John Hoppner.
Sir W. Armstrong. Thomas Gainborough.
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Bancroft. Hist. Oregon. 2 vols.
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Busch. Max and Maurice. Little.
Brewster. Lope de Vega.. Col. Univ.
Collier. Duo-decimo ed.
Coulter. Morphology of Angiosperms. 1903.
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d'Orbigny. Works. Princeton.
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Hines. Illus. Hist. Oregon.
Horn Book. Vols. 1-8.
Holt. New Realism.
Hulbert. Wash. and the West.
Holden. Impeach. Proceed. N. C. 1870.
Impeach. Proceed. held Mississippi, 1875-1876.
McClure. Impeach. Arkansas. 1871.
McConnell. Early Hist. Oregon. 1893.
Medicus Brief Introd. Qualitative Analysis.
Melville. Stone and Assoc. Press.
Morrow. Circulation Management.
O'Riley. How France Built Her Cathedrals.
Paul. Law of Trade Marks.
Peckham. Logic of Bergson's Philosophy.
Pendergast. Selected Gems.
Pfister. Psycho-analysis in Serv. Educ. 1922.
Philips. Making Newspaper.
Sammons. Making More Out of Advertising.
Smith. Annexation of Texas.
Thacher. Advertising and Newspaper.
Rosebault. Saladin.
Volterra. Theory Permutable Funct.
Wallace. Carpet Bag Rule Florida. 1888.
Wickliffe, G. Impeach. Trial. 1870.
Wooten. History of Texas.
Woodbury. Talks with R. W. Emerson, 1890.

E. Steiger & Co., 49 Murray St., New York
Munsell. Atlas of the Color System.
Color Notation. 1926.
Color Tree. 1926.
Klenze. Interpretation of Italy. 1907.
Transactions 4th Internat. Congress of Actuaries, 1903.
Official Gazette, U. S. Patent Office, 1922-1926 and vol. 271, nos. 1-4; vol. 298, no. 4; vol. 259, nos. 2, 4.
Wyman & Brockway. Lonesome Tunes. 1916.
McGill. Folk Songs of the Kentucky Mount.
English Folk Songs from Southern Appalachians.
Victor. A Short Comp. Grammar of English and German.
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Samuel Merwin. Drugging a Nation. Pub. by Revell. 1908.

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Shelley, Henry C. Majorca.
Thompson. Mojave Handiwork. U.S.G.S. No. 578.
Wissler. Social Life of Blackfeet Indians. Bulletin N. Y. Zool. Soc., Nov.-Dec., 1929.
Natural History Magazine. Nov.-Dec., 1929.
Wide World Magazine. 1900-1909 inc. Any.

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Dewey. Ethical Principles Underlying Education.

Their Bk. Shop, 5 Pikes Peak Ave., Colorado Springs, Colo.
Beggar on Horseback.

Thoms & Eron, 89 Chambers St., New York

Galilei. Dialogues concerning Two New Sciences. Macmillan.
Frank Leslie's Illustrated Weekly. Bound vols. 1877, 1878, 1879, 1880, 1891, '2, '3, '4.
Galsworthy. Vol. 13. Manaton Ed. Scribners.
Harriet Beecher Stowe. Works. 16 vols.
Encyclopedia Britannica. 14th ed.
Moulton's Library of Literary Criticism.
Gibbon's Rome. Pub. by De Fau. Vol. 4.
Hardy. Tess of the D'Urbervilles. Anniversary ed.
Thackeray. Works. Pub. Crowell. Vols. 17, 18.
T. K. Great Quest; Great Unrest.
Buck. Genius of Free Masonry.
Book of Life. 1914.
Munthe. Story of San Michele. 1st ed.
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✿ ✿ ✿ Next week the Annual Convention of the American Booksellers Association will be held at the Hotel Pennsylvania, New York, May 17th and 18th. The Convention Number of the *Publishers' Weekly* will be the May 28th issue, but some account of the discussion will be included in the issue of May 21st. ✿ ✿ ✿

✿ ✿ ✿ Ellis Meyers, the Executive Secretary, reports that the registration is good. The convention will be devoted entirely to business discussion, with the banquet on Wednesday night, the only social event. The publishers are invited to the discussion of trade problems on Wednesday morning, and it is hoped that the various departments of the publishing houses will be well represented, the editorial, advertising, publicity, manufacturing as well as the sales departments. ✿ ✿ ✿

✿ ✿ ✿ The leading article next week will be the long delayed second article by Helen Bramble. The first article, "Club Womens' Reading," appeared in the March 12th issue, the second article will be called "Selling the Club Woman" and will suggest how booksellers can be of great service to the club women of their communities. ✿ ✿ ✿

✿ ✿ ✿ B. N. Langdon-Davies has written for the same issue a review of five years of cooperation by publisher and bookseller in a joint advisory board. This study will be of the greatest interest to the American book-trade. ✿ ✿ ✿

✿ ✿ ✿ In that issue also, we shall carry a story about an attractive New England bookshop, the Stamford Bookstore, Stamford, Connecticut, managed by Mrs. Elise Noyes. ✿ ✿ ✿

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